

# Catalog

November 2020

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Submitted to: **The Commission for Academic Accreditation (CAA)**  
MINISTRY OF EDUCATION (MOE) | ABU DHABI, UAE

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## Academic Calendar 2019-2020

### Undergraduate Academic Calendar

CUCA		كلية المدينة الجامعية بعجمان CITY UNIVERSITY COLLEGE OF AJMAN		Academic Calendar 2019-2020 التقويم الجامعي 2020-2019
FALL SEMESTER 2019				فصل الخريف
2019				
Date التاريخ	Day اليوم	Teaching Weeks الأسابيع التدريسية	Event الحدث	
29-08-2019	Thursday		Deadline for admission	آخر موعد للقبول
24-08-2019 29-08-2019	Saturday- Thursday		Registration for new and existing students	التسجيل للطلبة الجدد والمستمرين
05-09-2019	Thursday	Week 1	Orientation Day for new faculty members	اليوم التعريفي لأعضاء الهيئة التدريسية الجدد
08-09-2019	Sunday	Week 1	Orientation Day for New Students	اليوم التعريفي للطلبة الجدد
08-09-2019	Sunday	Week 1	Weekday classes begin	بداية محاضرات أيام الأسبوع
13-09-2019	Friday	Week 1	Weekend classes begin	بداية محاضرات نهاية الأسبوع
08-09-2019 14-09-2019	Sunday - Saturday	Week 1	Add/Drop period; late registration	فترة السحب والإضافة والتسجيل المتأخر
21-09-2019	Saturday	Week 2	Late registration deadline	آخر موعد للتسجيل المتأخر
21-09-2019	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)	آخر موعد لحذف مساق بدون غرامة أكاديمية وبغرامة مالية
27-10-2019	Sunday	Week 8	Admission begins for Spring semester 2020	بداية القبول لفصل الربيع
27-10-2019 02-11-2019	Sunday - Saturday	Week 8	Midterm exam period	فترة امتحانات المنتصف
02-11-2019	Saturday	Week 8	Deadline to withdraw from courses (no academic penalty but financial penalty applies)	آخر موعد لسحب مساق (لا عقوبة أكاديمية ولكن عقوبة مالية)
04-12-2019 07-12-2019	Wednesday - Saturday	Week 13	Applications for changing specialization period	فترة تقديم طلبات تغيير التخصص
08-12-2019 14-12-2019	Sunday - Saturday	Week 14	Early registration week for Spring semester 2020	أسبوع التسجيل المبكر لفصل الربيع 2020
19-12-2019	Thursday	Week 15	Last day of weekday classes	آخر يوم لمحاضرات أيام الأسبوع
21-12-2019	Saturday	Week 15	Last day of weekend classes	آخر يوم لمحاضرات نهاية الأسبوع
22-12-2019 31-12-2019	Sunday - Tuesday	Week 16	Final exam period	فترة الامتحانات النهائية
06-01-2020	Monday		Deadline for faculty members to submit the grades	آخر موعد لتسليم الدرجات من قبل أعضاء الهيئة التدريسية
06-01-2020	Monday		Examination Board Meeting	اجتماع لجنة الامتحانات النهائية
06-01-2020	Monday		Announcement of grades	اعلان الدرجات
01-01-2020 18-01-2020	Wednesday - Saturday		Fall semester recess for Students	إجازة فصل الخريف للطلبة
20-01-2020 22-01-2020	Monday - Wednesday		Incomplete final exam period for Fall 2019	فترة امتحانات غير المكتمل لخريف 2019

SPRING SEMESTER 2020  
2020

فصل الربيع

Date التاريخ	Day اليوم	Teaching Weeks الأسابيع التدريسية	Event الحدث
18/1/2020	Saturday		Deadline for admission آخر موعد للقبول
12-01-2020 18-01-2020	Sunday- Saturday		Registration for new and existing students التسجيل للطلبة الجدد والمستمرين
16-01-2020	Thursday		Orientation Day for new faculty members اليوم التعريفي لأعضاء الهيئة التدريسية الجدد
19-01-2020	Sunday	Week 1 الأسبوع 1	Orientation Day for New Students اليوم التعريفي للطلبة الجدد
19-01-2020	Sunday	Week 1 الأسبوع 1	Weekday classes begin بداية محاضرات أيام الأسبوع
24-01-2020	Friday	Week 1 الأسبوع 1	Weekend classes begin بداية محاضرات نهاية الأسبوع
19-01-2020 25-01-2020	Sunday- Saturday	Week 1 الأسبوع 1	Add/Drop period; late registration فترة السحب والإضافة والتسجيل المتأخر
01-02-2020	Saturday	Week 2 الأسبوع 2	Late registration deadline آخر موعد للتسجيل المتأخر
01-02-2020	Saturday	Week 2 الأسبوع 2	Deadline to drop courses (no academic penalty but financial penalty applies) آخر موعد لحذف مساق بدون غرامة أكاديمية وبنوعها مالية
08-03-2020	Sunday	Week 8 الأسبوع 8	Deadline to withdraw from courses (no academic penalty but financial penalty applies)
08-03-2020	Sunday	Week 8 الأسبوع 8	Admission begins for Fall semester 2020 بداية القبول لفصل الخريف
08-03-2020 21-03-2020	Sunday Saturday		Spring semester recess for Students and faculty members إجازة فصل الربيع للطلبة ولأعضاء الهيئة التدريسية
22-03-2020	Sunday	Week 8 الأسبوع 8	Resume Classes through distance Learning استكمال الدراسة عن طريق التعليم عن بعد
05-04-2020	Sunday	Week 10 الأسبوع 10	Distribution of midterm assignment توزيع واجبات منتصف الفصل
07-04-2020	Tuesday	Week 10 الأسبوع 10	Early admission for Fall 2020 semester
19-04-2020 25-04-2020	Sunday Saturday	Week 12 الأسبوع 12	Applications for changing specialization period(Online) فترة تقديم طلبات تغيير التخصص
14-05-2020	Thursday	Week 15 الأسبوع 15	Last day of weekday online classes آخر يوم لمحاضرات أيام الأسبوع
16-05-2020	Saturday	Week 15 الأسبوع 15	Last day of weekend online classes آخر يوم لمحاضرات نهاية الأسبوع
17-05-2020 26-05-2020	Saturday	Week 15 الأسبوع 15	Final exam period فترة الامتحانات النهائية
28-05-2020	Thursday	Week 16 الأسبوع 16	Deadline for faculty members to submit the grades آخر موعد لتسليم الدرجات من قبل أعضاء الهيئة التدريسية
28-05-2020	Sunday		Examination Board meeting اجتماع لجنة الامتحانات النهائية
28-05-2020	Sunday		Announcement of grades اعلان الدرجات
28-05-2020	Saturday		Summer recess الإجازة الصيفية
01-06-2020 03-06-2020	Monday - Wednesday		Incomplete final exam period for Spring 2020 فترة امتحانات غير المكتمل لربيع 2020



SUMMER I SESSION 2020				الفصل الصيفي الأول
Date التاريخ	Day اليوم	Teaching Weeks الأسابيع التدريسية	Event الحدث	
31-05-2020	Sunday	Week 1	1 الأسبوع	Weekday classes begin بداية محاضرات أيام الأسبوع
05-06-2020	Friday	Week 1	1 الأسبوع	Weekend classes begin بداية محاضرات نهاية الأسبوع
31-05-2020 01-06-2020	Sunday- Monday	Week 1	1 الأسبوع	Add/Drop period; late registration for weekday classes فترة السحب والإضافة والتسجيل المتأخر لمحاضرات أيام الأسبوع
05-06-2020	Friday	Week 1	1 الأسبوع	Add/Drop period; late registration for weekend classes فترة السحب والإضافة والتسجيل المتأخر لمحاضرات نهاية الأسبوع
13-06-2020	Saturday	Week 2	2 الأسبوع	Deadline to drop courses (no academic penalty but financial penalty applies) آخر موعد لحذف مساق بدون عرامة أكاديمية وبغرامة مالية
20-06-2020	Saturday	Week 3	3 الأسبوع	Deadline to withdraw from courses (no academic penalty but financial penalty applies)
21-06-2020 23-06-2020	Sunday- Tuesday	Week 4	4 الأسبوع	Midterm exam period فترة امتحانات المنتصف
29-06-2020	Monday	Week 5	5 الأسبوع	Last day of weekday classes آخر يوم لمحاضرات أيام الأسبوع
03-07-2020	Friday	Week 5	5 الأسبوع	Last day of weekend classes آخر يوم لمحاضرات نهاية الأسبوع
05-07-2020 07-07-2020	Sunday- Tuesday	Week 6	6 الأسبوع	Final exam period فترة الامتحانات النهائية
09-07-2020	Thursday			Deadline for faculty members to submit the grades آخر موعد لتسليم الدرجات من قبل أعضاء الهيئة التدريسية
09-07-2020	Thursday			Examination Board meeting اجتماع لجنة الامتحانات النهائية
09-07-2020	Thursday			Announcement of grades إعلان الدرجات
SUMMER II SESSION 2020				الفصل الصيفي الثاني
Date التاريخ	Day اليوم	Teaching Weeks الأسابيع التدريسية	Event الحدث	
10-07-2020	Friday	Week 1	1 الأسبوع	Weekend classes begin بداية محاضرات نهاية الأسبوع
12-07-2020	Sunday	Week 1	1 الأسبوع	Weekday classes begin بداية محاضرات أيام الأسبوع
10-07-2020 13-07-2020	Friday- Monday	Week 1	1 الأسبوع	Add/Drop period; late registration for weekday and weekend classes فترة السحب والإضافة والتسجيل المتأخر لمحاضرات أيام الأسبوع ونهاية الأسبوع
25-07-2020	Saturday	Week 2	2 الأسبوع	Deadline to drop courses (no academic penalty but financial penalty applies) آخر موعد لحذف مساق بدون عرامة أكاديمية وبغرامة مالية
01-08-2020	Saturday	Week 3	3 الأسبوع	Deadline to withdraw from courses (no academic penalty but financial penalty applies) آخر موعد الانسحاب من مساق بدون عرامة أكاديمية وبغرامة مالية
02-08-2020 04-08-2020	Sunday- Tuesday	Week 4	4 الأسبوع	Midterm exam period فترة امتحانات المنتصف
12-08-2020	Wednesday	Week 5	5 الأسبوع	Last day of weekday classes آخر يوم لمحاضرات أيام الأسبوع
14-08-2020	Friday	Week 5	5 الأسبوع	Last day of weekend classes آخر يوم لمحاضرات نهاية الأسبوع
16-08-2020 18-08-2020	Sunday- Tuesday	Week 6	6 الأسبوع	Final exam period فترة الامتحانات النهائية
20-08-2020	Thursday			Deadline for faculty members to submit the grades آخر موعد لتسليم الدرجات من قبل أعضاء الهيئة التدريسية
20-08-2020	Thursday			Examination Board meeting اجتماع لجنة الامتحانات النهائية
20-08-2020	Thursday			Announcement of grades إعلان الدرجات

Dates of official holidays will be announced by the UAE Government  
\* Fall 2020 will begin on Sunday September 6th

سيتم الإعلان عن مواعيد العطلة الرسمية من قبل حكومة دولة الإمارات العربية المتحدة  
سيبدأ فصل الخريف 2020 يوم الأحد الموافق 6 سبتمبر

## MBA Academic Calendar

CUCA		كلية المدينة الجامعية بعجمان CITY UNIVERSITY COLLEGE OF AJMAN		Academic Calendar 2019-2020 Master of Business Administration (MBA)	
<b>FALL SEMESTER 2019</b>					
<b>Term 1 (Maximum 2 Courses)</b>					
Date	Day	Teaching Weeks	Event		
05-09-2019	Thursday		Orientation Day for new faculty members		
08-09-2019	Sunday	Week 1	Orientation Day for New Students		
08-09-2019	Sunday	Week 1	Weekday classes begin		
13-09-2019	Friday	Week 1	Weekend classes begin		
08-09-2019 14-09-2019	Sunday - Saturday	Week 1	Add/Drop period; late registration ☐		
21-09-2019	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)		
28-10-2019	Monday	Week 8	Last day of weekday classes		
01-11-2019	Friday	Week 8	Last day of weekend classes		
29-10-2019 30-10-2019	Tuesday - Wednesday	Week 8	Final exam period for weekday classes		
02-11-2019	Saturday	Week 8	Final exam for weekend classes		
04-11-2019	Monday		Deadline for faculty members to submit the grades		
04-11-2019	Monday		Examination Board Meeting		
04-11-2019	Monday		Announcement of grades		
<b>Term 2 (Maximum 2 Courses)</b>					
Date	Day	Teaching Weeks	Event		
10-11-2019	Sunday	Week 1	Weekday classes begin		
15-11-2019	Friday	Week 1	Weekend classes begin		
10-11-2019 16-11-2019	Sunday - Saturday	Week 1	Add/Drop period; late registration ☐		
23-11-2019	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)		
30-12-2019	Monday	Week 8	Last day of weekday classes		
03-01-2020	Friday	Week 8	Last day of weekend classes		
04-01-2020 05-01-2020	Saturday - Sunday	Week 8	Final exam for weekend and weekday classes		
07-01-2020	Tuesday		Deadline for faculty members to submit the grades		
07-01-2020	Tuesday		Examination Board Meeting		
07-01-2020	Tuesday		Announcement of grades		
07-01-2020 18-01-2020	Tuesday - Saturday		Fall semester recess for Students		

**SPRING SEMESTER 2020**

**Term 1 (Maximum 2 Courses)**

Date	Day	Teaching Weeks	Event
18-01-2020	Saturday		Orientation Day for new faculty members
19-01-2020	Sunday	Week 1	Orientation Day for New Students
19-01-2020	Sunday	Week 1	Weekday classes begin
24-01-2020	Friday	Week 1	Weekend classes begin
19-01-2020 25-01-2020	Sunday - Saturday	Week 1	Add/Drop period; late registration ☐
01-02-2020	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)
08-03-2020 21-03-2020	Sunday - Saturday		Spring semester recess for Students
22-03-2020	Sunday	Week 8	Resume Classes through distance learning
23-03-2020	Monday	Week 8	Last day of weekday classes
27-03-2020	Friday	Week 8	Last day of weekend classes
05-04-2020	Sunday	Week 8	Distribution of Final Assignment
05-04-2020	Sunday	Week 8	Registration for Spring Term II 2020

**Term 2 (Maximum 2 Courses)**

Date	Day	Teaching Weeks	Event
12-04-2020	Sunday	Week 1	Weekday Online classes begin
17-04-2020	Friday	Week 1	Weekend Online classes begin
12-04-2020 18-04-2020	Sunday - Saturday	Week 1	Add/Drop period; late registration ☐
25-04-2020	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)
02-06-2020	Tuesday		Last day of weekday Online classes
05-06-2020	Friday	Week 8	Last day of weekend Online classes
15-05-2020	Friday	Week 8	Last day of weekend classes
03-06-2020 04-06-2020	Wednesday - Thursday	Week 8	Final exam period for weekday classes
06-06-2020	Saturday	Week 8	Final exam for weekend classes
07-06-2020	Sunday		Deadline for faculty members to submit the grades
07-06-2020	Sunday		Examination Board Meeting
07-06-2020	Sunday		Announcement of grades

**SUMMER SESSION 2020**

**Term 1 (Maximum 2 Courses)**

Date	Day	Teaching Weeks	Event
04-06-2020	Thursday		Orientation Day for new faculty members
07-06-2020	Sunday	Week 1	Orientation Day for New Students
07-06-2020	Sunday	Week 1	Weekday classes begin
12-06-2020	Friday	Week 1	Weekend classes begin
07-06-2020 13-06-2020	Sunday - Saturday	Week 1	Add/Drop period; late registration
20-06-2020	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)
27-07-2020	Monday	Week 8	Last day of weekday classes
31-07-2020	Friday	Week 8	Last day of weekend classes
28-07-2020 29-07-2020	Tuesday - Wednesday	Week 8	Final exam period for weekday classes
01-08-2020	Saturday	Week 8	Final exam for weekend classes
02-08-2020	Sunday		Deadline for faculty members to submit the grades
02-08-2020	Sunday		Examination Board Meeting
02-08-2020	Sunday		Announcement of grades

**Term 2 (Maximum 2 Courses)**

Date	Day	Teaching Weeks	Event
02-08-2020	Sunday	Week 1	Weekday classes begin
07-08-2020	Friday	Week 1	Weekend classes begin
02-08-2020 07-08-2020	Sunday - Friday	Week 1	Add/Drop period; late registration
15-08-2020	Saturday	Week 2	Deadline to drop courses (no academic penalty but financial penalty applies)
25-08-2020	Monday	Week 8	Last day of weekday classes
28-08-2020	Friday	Week 8	Last day of weekend classes
26-08-2020 27-08-2020	Wednesday - Thursday	Week 8	Final exam period for weekday classes
29-08-2020	Saturday	Week 8	Final exam for weekend classes
31-08-2020	Monday		Deadline for faculty members to submit the grades
31-08-2020	Monday		Examination Board Meeting
31-08-2020	Monday		Announcement of grades

Dates of official holidays will be announced by the UAE Government

\* Fall 2020 will begin on Sunday September 6th

Note: Classes missed due to an official Holidays will be compensated on Thursday  
Schedules will be announced by the concerned Head of Department.

## College History

City University College of Ajman College of Ajman (CUCA), located in the emirate of Ajman, is officially licensed since 1 August 2011, under the name of City University College of Ajman, from the Ministry of Education – Higher Education Affairs of the United Arab Emirates, to award degrees in higher education. CUCA received initial accreditation in January 2012 for a Bachelor of Business Administration (BBA) degree program with specializations in Finance and Accounting, and Marketing.

In July 2012, CUCA received initial accreditation for two additional specializations, namely Human Resource Management and Management Information Systems. In February 2013, CUCA was awarded initial accreditation for its Bachelor of Law program offered in Arabic. The Human Resource Management program, also conducted in Arabic, soon followed, receiving its initial accreditation in October 2013. The next addition to the BBA program was the Hospitality and Tourism Management specialization, with initial accreditation in December 2013.

Two more programs delivered in Arabic, Bachelor of Public Relations and Advertising, has been awarded in February 2014, and Professional Diploma in Teaching which was announced in March 2014.

Graduate studies began in January 2015 when CUCA received initial accreditation for the Master of Law program, with its Public Law and Private Law specializations. One month later came the MBA program with the five specializations of Financial Management, Human Resource Management, Islamic Finance, Marketing, and Total Quality Management.

Also, CUCA has received the initial accreditation for the Health Sciences Programs. Bachelor of Pharmacy in December 2018, and Bachelor of Dental Surgery July 2019.

In 2015, CUCA commenced the construction of its State-of-the-Art new campus in the city of Ajman.

Phase 1 of the campus was completed in November 2017 with a capacity of 3500 students. Phase 2 and 3, when completed, will have a total capacity of 7500 students. In mid-December 2017, CUCA moved to its new campus.

CUCA is strongly committed to offering top quality educational programs that will have significant and positive impact on society. The College strategic plan for 2018-2023 explains how it will continue in its path of success, amid internal and external challenges. The focus of the plan is to build on the previous efforts to enhance student experience and research, improve internationalization strategy and internal processes effectiveness. It defines how

CUCA will steadfastly move with continuous improvement for all stakeholders. Delivering this plan will require responsiveness to changes on the part of the Board, faculty, administrative staff, and students in both the internal and external environments.

## Vision

City University College of Ajman (CUCA) aspires to become a distinguished comprehensive College at the national, regional, and international levels.

## Mission

The mission of City University College of Ajman is to offer a competitive fee structure and sustainable top-quality, and market-driven academic programs that foster individual growth. It facilitates a teaching and learning environment centered on critical thinking, innovation, and creativity, while facilitating high level of employability, regionally and globally for its graduates. CUCA provides its students with diverse education programs in the fields of humanities and social sciences, informatics, and health sciences. In addition, the College contributes to the development of knowledge economy as it promotes research and scholarly activities and community engagement.

## Core Values

### Excellence

in all College functions including our academic programs, student support, community engagement, and other services.

### Motivation

through our recognition and rewards program while ensuring everyone feels that they are an integral part of the CUCA team.

### Integrity

in any activity within and outside of the College.

### Respect

for all individuals, along with the customs and practices of the UAE.

### Preparedness

by anticipating change and responding to the requirements of our stakeholders.

### Empowerment

by delegating authority and accountability to all faculty and staff members to promote efficiency and problem-solving at all levels.

### Diversity

in teaching and learning for students from different cultural backgrounds to establish a top-notch learning environment.

### Ethics

through honesty and transparency, coupled with trust, responsibility, and honor.

### Teamwork

in all College activities, especially between faculty, staff members, and students.

### Dedication

to the profession of teaching and improving the total learning experience for our students.

## **Innovation**

By encouraging and supporting innovation, at the academic and administrative levels, to provide solutions for improving teaching and learning, and contributing to the growth of the UAE society.

## **Leadership**

By empowering our students, faculty, and staff to be more aware of their strengths, innovation, and creativity.

## **Strategic Goals**

### **Goal 1: Enhance Student Success**

Develop teaching and learning, and the academic support services with a strong focus on providing graduate and undergraduate students with a distinguished experience throughout their lifecycle at CUCA.

#### **Strategies**

- Apply pedagogical methods that will engage students across curriculum and improve learning
- Restructure academic and career advising to improve student employability
- Enhance Faculty and Staff Development.
- Provide financial scholarships and improve degree completion rates for undergraduate and graduate students.

### **Goal 2: Increase Research Output**

Increase creative research and scholarly works among faculty of all programs that will have an impact on the economy and society, locally, regionally and internationally.

#### **Strategies**

- Increase resources and support to enhance research growth and demonstrate recognition for inter-disciplinary research and creative works.
- Target research and development initiatives that impact economy and employability.
- Encourage undergraduate and graduate students in developing innovative and creative projects and scholarly works.

### **Goal 3: Broaden College Exposure**

Advance the internationalization of City University College of Ajman, focusing on students as global citizens, and create international strategic partnerships.

#### **Strategies**

- Articulate and prioritize internationalization of institution-wide strategic plans.
- Develop policies to increase international enrollment, and the number of current students engaging in international higher education experiences.

### **Goal 4: Streamline Processes to Improve Effectiveness**

Construct a professional culture that enjoys work and is characterized by effective, efficient processes and trust, to achieve greater institutional effectiveness.



## **Strategies**

- Improve information technology infrastructure to meet future technology-related needs of the College.
- Develop processes that enable academic departments to efficiently update curriculum, solve problems, and work collaboratively across programs in order to better meet the needs of future learners.

## **Goal 5: Enhance Community Engagement**

Increase local community engagement and strengthen institutional social responsibility.

### **Strategy**

- Develop policies to enhance faculty and staff participation in community engagement.

## **Licensure and Accreditation**

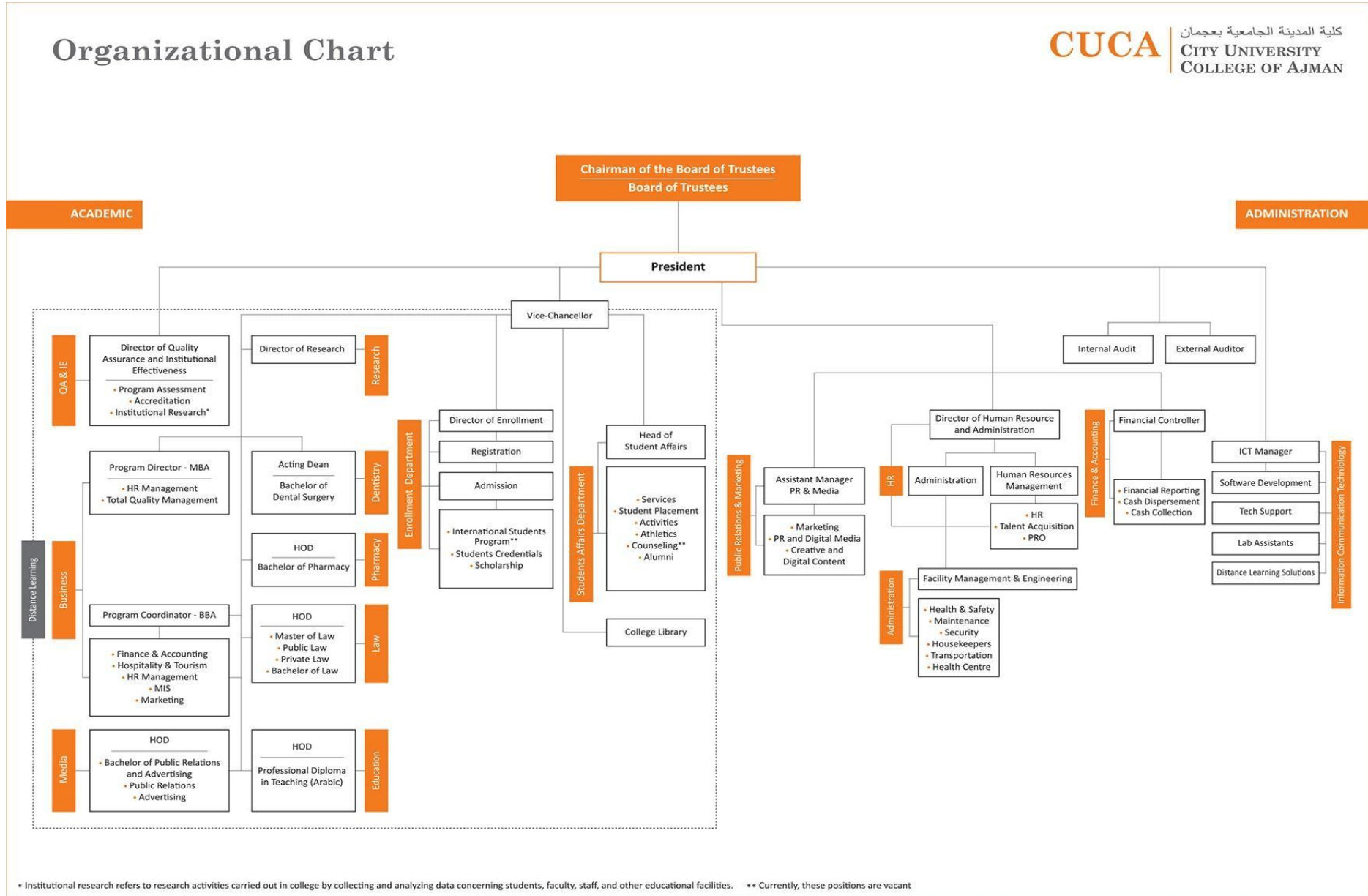
The City University College of Ajman, located in the Emirates of Ajman was officially licensed from 1 August, 2011 to 31 July, 2014, and renewed until 1 June, 2020 by the Ministry of Education- Higher Education Affairs in the United Arab Emirates to award degree in higher education. All academic programs offered by the College are accredited by the Commission for Academic Accreditation in the Ministry of Education- Higher Education Affairs.

## **Membership in International Organizations**

A permanent member of the Association to Advance Collegiate Schools of Business (AACSB), since August 2017.

# Organizational Chart

## Organizational Chart



\* Institutional research refers to research activities carried out in college by collecting and analyzing data concerning students, faculty, staff, and other educational facilities. \*\* Currently, these positions are vacant

## **Campus Facilities and Resources**

All programs are delivered at the new Campus of the City University College of Ajman (CUCA). The existing facility one out of three phases which comprises of 660,000 square feet, with a capacity of 3500 students. The phase one of CUCA campus contains one building only with approximate space 660,000 square feet. This building has three floors and includes all the academic and nonacademic units, and will be described per floor and contents next.

**Ground floor:** The ground floor contains: Reception area, Multi-purpose hall, Student Registration, Student Admission, Career Enhancement Centre, IT Department, Health clinics, Cafeterias, Labs, Faculty offices, CCTV Control room, and Classrooms.

**First floor:** The First Floor contains: Library, Bookstore, Student Affairs, Student Centre, Labs, Faculty offices; Classrooms

**Second Floor:** The Second Floor contains: Office of the President, Office of the Vice Chancellor, QA& IE Office, HR Department, Public Relation and Marketing Department, Classrooms, Faculty offices, Classrooms, Conference Halls.

### **Classrooms**

The classrooms at CUCA are allocated in the ground, first and second floor. They are all equipped with the latest visual and audio systems, which enhances the overall educational experience, and it helps the faculty members to deliver interactive sessions.

### **Computer Laboratories**

CUCA provides students with access to its computer laboratories to enhance their learning experience. The labs are equipped with latest technologies and to satisfy the student needs. The IT Department operates and maintains computer labs in various locations throughout the campus with a total of seven labs (05 windows lab and 02 MAC lab)

### **General classroom and laboratory rules**

1. Users are strictly prohibited from downloading, accessing or distributing any offensive websites (for example torrents, profane language, etc.) Internet facility is only for educational / study purpose
2. Users are not allowed to bring food and beverages inside the computer labs
3. Users are not allowed to turning off the lights inside computer labs
4. Music, Videos and Computer games are not to be played in computer labs
5. Users are strictly prohibited to attach or detach computer power sockets, Network devices, and any IT peripherals
6. Users must use their usernames and passwords to log-in the computers (students can use their Wi-Fi Id to login computers in computer labs)
7. You are responsible If your ID is misused by others so make sure you log-out the computer while leaving the labs
8. Users are recommended to back up their work. IT Department will not be responsible for any data loss on the systems
9. Messages sent from the provided email account will be the responsibility of the account holder therefore vital that all users keep their passwords absolutely confidential.
10. Eating, drinking, chewing gum and littering is prohibited inside the computer labs
11. Users are not allowed to use the Projector except Faculties

## Library

CUCA aspires to create a student learning experience that recognizes and appreciates individual specialization with its well-equipped, and furnished two stored Library with over 8000 books in various disciplines offered ranging from Law, Business, Health Sciences Programs etc. The library is functional throughout the college operational hours which includes the weekends as well. Library also, facilitates students to access to computers in the provided units.

## Opening Hours

Day	Time
Sunday	09:30 A.M.-09:30 P.M.
Monday	09:30 A.M.-09:30 P.M.
Tuesday	09:30 A.M.-09:30 P.M.

Wednesday	09:30 A.M.-09:30 P.M.
Thursday	09:30 A.M.-09:30 P.M.

### **Library Equipment**

The library divided into two floors:

- The First floor divided into English books and Arabic books
- The Second floor divided into Arabic Law books, Law French books, Official Gazette, Legal Reference Works and Periodicals.

### **Library Holdings**

- Printed books: 9134 Title with 11782 books.
- Subscription databases 2 databases
- Print periodicals 10
- Theses: 473 copies

### **Library Borrowing Rules**

College Library Patrons:

- Faculty
- Staff
- Enrolled Students

### **Reference Material**

The following materials cannot be borrowed these include:

- Dictionaries
- Encyclopedias
- Journals
- Periodicals
- Textbooks
- Legal Reference Works
- Research Archives

## Borrowing Limits

PATRON	QUANTITY	DURATION
Faculty	10	90 days
Staff	5	30 days
Students	2	7 days

## Borrowing procedure

1. Patrons must renew borrowed books at the library circulation desk.
2. The fine for overdue books is **AED 5.00** per day for each book overdue
3. The College Library does not have inter-library loans
4. Guests must have proper authorization to use the library on temporary basis
5. Books that are not returned for more than one year are classified as **lost**. A replacement fee for a lost book must be paid to restore library privileges
6. Patrons may not borrow additional books until overdue books have been returned and fines paid
7. A patron who loses or severely damages borrowed library materials may either provide a suitable replacement or pay for the item.

## Accommodation

CUCA does not currently have its own student housing. Instead, it has an agreement with the Ajman University of Science and Technology (AUST) to accommodate CUCA students.

The Student Affairs Office manages this student housing program. Information on fees and services provided are posted on the CUCA website: <http://cuca.ae>

## Student Center

Student center is the central hub to hangout and/or meet new students. There are plenty of seating options and a ton of different activities inclusive of pool tables and fuse ball. Students can sit around and eat as well. The operational hours are as per the College timings.

## Students and Staff Lounges

CUCA aims to ensure both employees and students are able to relax and hence the conceptualization and building of various lounges inclusive of MBA, Male and Female. These

lounges are located near the Student Center which allow the students to unwind during their class breaks.

### **Food Services**

The Food Court is located within the campus at the ground floor. It provides the students with different dining options of food and drinks.

### **Prayer Rooms**

The College has male and female prayer rooms conveniently located inside the campus.

### **Parking Space**

CUCA provides parking slots in and around the Campus. The ample parking space is spread among three main areas, ground floor at the Colleges' main entrance, basement level, and the extension at the ground floor.

### **Children Waiting Area**

CUCA provides its students, faculty and staff with children's waiting area to maintain a positive work-life balance. This facility is maintained in a hygienic and clean manner where, this area is sanitized on daily basis.

### **Transportation**

CUCA provides transportation for students in air-conditioned shuttle buses to and from the College campus to cover the North Emirates and Dubai areas.



## IT Services

- Mobile Application for Students
- Student profile portal (UMS)
- Campus wide Wi-Fi Facility
- Email
- Online Library
- Printer and scanner
- Computer Resource
- Laboratories and classroom

### **Mobile Application for student and Student profile portal (UMS)**

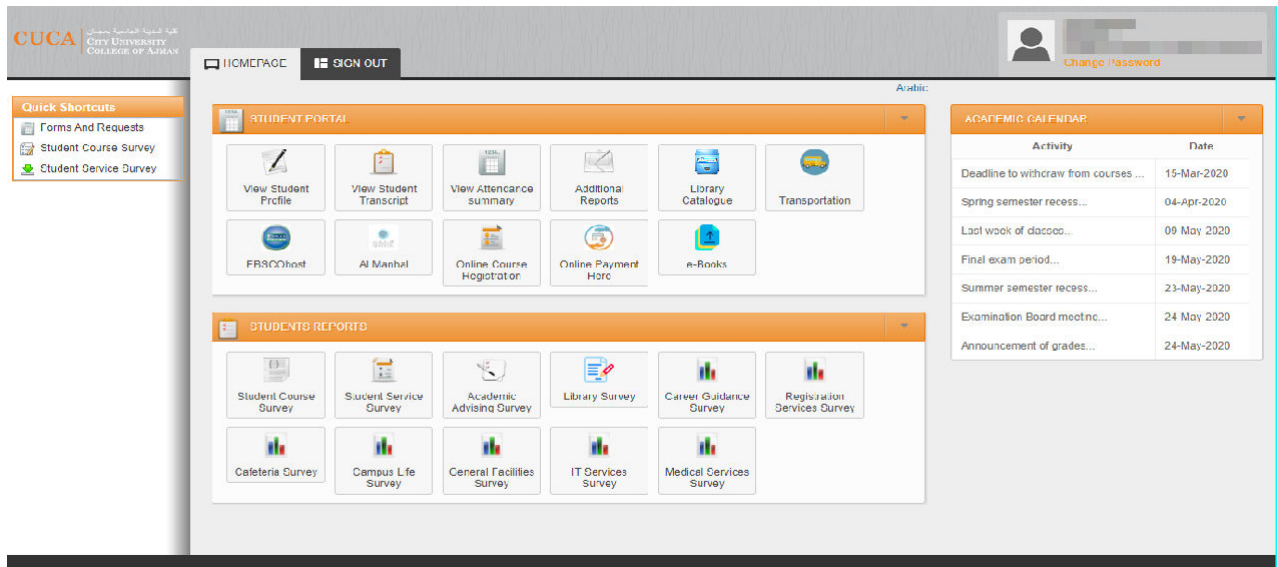
City University College of Ajman has an In-house University management system and Mobile Application (iOS and Android) for providing various e-services for CUCA students. The registration department creates the login for the student in the student portal / mobile application to use the below services.

### **The portal / Mobile app facilitates the students with the following services**

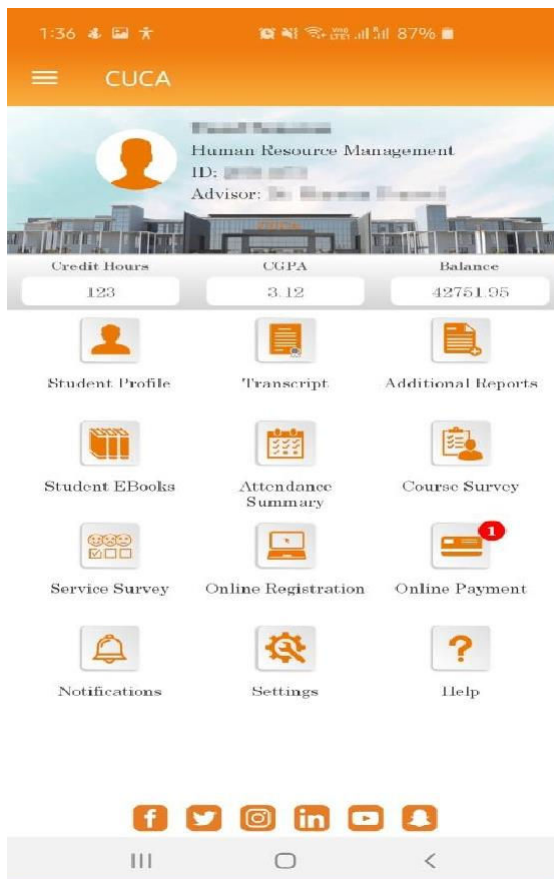
- View and update their profile and contact information
- Generate reports and documents such as student transcript, class schedule, exam schedule, Academic calendar, study plan, attendance warnings etc.
- Single sign-on access to EBooks
- Participate in course and services surveys
- Make online course bookings
- Pay fees online through secure payment gateway
- Apply for transportation services
- Access In-house library system

UMS and mobile application are frequently updated and new services and improvements are being implemented to providing high quality service for CUCA students.

## Web Interface



## Mobile Interface



## Safety

CUCA is committed to providing a safe and healthy environment to students, faculty, staff and its patrons. It is on highly importance the awareness of the responsibility of everyone to keep a safe environment.

- Safe working methods will be maintained at all times in CUCA campus.
- Corridors shall be posted with emergency numbers and emergency response team to contact in case something goes wrong.
- Practical jokes or other behaviors which might confuse or distract people are prohibited.
- Be alert of any unsafe conditions and report them immediately to the Campus Supervisor or Student Affairs Department.
  
- All emergency lanes, corridors, fire doors, emergency exits or standard exits, firefighting equipment, first aid kits and other emergency equipment shall be easily accessed at all times and without hindrance. This easy access shall be maintained in all workplaces.
- Personal protective equipment that meets the specified requirements shall be available in all locations.
- Smoking is prohibited, except in those areas designated for smoking. Smokers are liable to find that designated smoking areas will be outside. If in doubt, do not smoke.
- All flammable materials must not be placed close to areas of operation, especially oils, solvents and waste.
- Fire Safety Mock-Drill Training in Health and Occupational Safety shall be given to all students, faculty, staff.
- CUCA ensures to conduct mock drills once in every 6 months.
- For health Science Programs; a special orientation will be given in the first semester contains safety process and regulations for the use of labs and chemicals

### Usage of Labs:

The following conditions should be maintained to ensure safe environment in the labs:

- The laboratory facility will have an appropriate general ventilation system to avoid intake of contaminated air.
- The stockrooms and storerooms will be well ventilated.
- The laboratory will have available working hoods and laboratory sinks.

- Other safety equipment in the laboratory will include fire extinguishers, safety showers, and eyewash fountains.
- Emergency signs shall be properly labelled on the doors of all laboratory and rooms containing all hazardous materials areas.

### **General Guidelines for Handling Hazardous Chemicals**

#### **Working with Allergens and Embryo Toxins:**

- Wear suitable gloves to prevent hand contact with allergens or substances of unknown allergic activity.
- Embryo Toxins
- For health Science Programs; a special orientation will be given in the first semester contains safety guidelines for handling Hazards Chemicals. for the use of labs and chemicals

### **For Emergency**

The following numbers shall be contacted in case of emergency:

S/NO	Name	Contact details
1	For First Aid : College Clinic	06-7315000 Extn :1205 Mobile : 055-7160880
2	Chief Engineer –CUCA	06-7315000 Extn 1196 Mobile : 055-4257936
3	Ambulance	998
4	Fire Department (Civil Defense)	997
5	Civil Defense (Ajman)	06-703-5500
6	Police	999
7	Saudi German hospital (Nearby Hospital)	06-800-2211

## Partner Organizations and Institutions

During the past years, the college held several memoranda of understandings with the business, governments and educational sectors.

1	Afghanistan Consulate	27	Executive Solutions
2	Ajman Bank	28	Fazaa LLC
3	Ajman Chamber Of Commerce	29	Gulf Medical University
4	Ajman Club for Disabled	30	House of Justice - Ajman
5	Ajman Department Of Tourism	31	Humaid Bin Rashid Foundation
6	Ajman Economic Department	32	Human Appeal International
7	Ajman Education Zone	33	Ibn Sina Group of Pharmacies LLC
8	Ajman Free- Zone	34	International Student Exchange
9	Ajman Land and Property Department	35	Jobs for Nationals
10	Ajman Markets Cooperative Society	36	Julphar Gulf Pharmaceutical Industries
11	Ajman Media City Free Zone (AMCFZ)	37	Khalifa Bin Zayed Al Nahyan Foundation
12	Ajman Municipality	38	Makkah Group of Pharmacies
13	Ajman Municipality and Planning Department	39	Medical Health District Ajman
14	Ajman Police	40	MENA College of Management
15	Ajman Specialty General Hospital	41	Michigan-Flint (Articulation Agreement)
16	Al Hikmah Private School	42	Ministry of Human Resource
17	Al Shola Schools Educational Foundation	43	National Charity School
18	Armed Force	44	R Hotels
19	Aster	45	Sandoog Al Watan
20	Athena	46	Saudi German Hospital
21	CampusBees	47	Sharjah Police
22	Cayan Group Holding LLC	48	Sharjah Police Academy
23	Connect Resources	49	Tahkeem
24	Dubai Modern Educational School	50	Tanfeeth
25	Emirates Creative Society	51	UAQ Court
26	EWAN Group		

## Programs and Accreditation

Program	Specialization	Date of initial Accreditation	Medium of Instructions	Duration	Total Credit Hours
1. Bachelor of Business Administration	Accounting and Finance	Jan-2012	English	4 Years	120
2. Bachelor of Business Administration	Marketing	Jan-2012	English	4 Years	120
3. Bachelor of Business Administration	Human Resource Management	Jul-2012	English	4 Years	120
4. Bachelor of Business Administration	Management Information System	Jul-2012	English	4 Years	120
5. Bachelor of Business Administration	Hospitality and Tourism Management	Dec-2013	English	4 Years	120
6. Bachelor of Business Administration	Human Resource Management	Oct-2013	Arabic and English	4 Years	129
7. Bachelor of Public Relations and Advertising	Public Relations	Feb-2014	Arabic and English	4 Years	126
8. Bachelor of Public Relations and Advertising	Advertising	Feb-2014	Arabic and English	4 Years	126
9. Bachelor of Law	Law	Feb-2013	Arabic	4 Years	129
10. Professional Diploma in Teaching	Teaching	Mar-2014	Arabic	1 Year	24
11. Master in Public Law	Public Law	Jan-2015	Arabic	2 Years	33
12. Master in Private Law	Private Law	Jan-2015	Arabic	2 Years	33
13. Master of Business Administration	Human Resource Management	Feb-2015	English	1 Year	36
14. Master of Business Administration	Total Quality Management	Feb-2015	English	1 Year	36
15. Bachelor of Pharmacy	Pharmacy	Dec-2018	English	4 Years	150
16. Bachelor of Dental Surgery	Dental Surgery	Jul-2019	English	5 Years	194

## Admission Requirements

### General Admission Requirements

The CUCA admission policy is based on a student's academic achievements in secondary school certificate or its equivalent, regardless of gender, race, color, religion, age, handicap, or national origin. CUCA will classify a successful candidate as either full- or part-time based on the number of credit hours attempted per semester. All documents presented by the applicant for admission purposes become the property of CUCA and will not be returned. If it

is determined that any documents presented by the applicant are fraudulent, CUCA reserves the right to expel the student without refund of any fees paid.

When applying for admission to CUCA, the applicant must submit the following documents which will become part of the Student File:

1. An official transcript of the secondary school certificate (or its equivalent) properly authenticated in accordance with the regulations and procedures specified by the Ministry of Education.
2. Letter of equivalency from the Ministry of Education in UAE for non-ministry curriculums must be provided.
3. One copy of a current official passport
4. Government-issued identity card.
5. Four recent passport-sized photographs.
6. A non-refundable Admission fees.
7. Certificate of a Standardized Test of Eligibility in English (EMSAT, TOEFL, IELTS) or equivalent as approved by the Ministry of Education-Higher Education Affairs. (Certificates of TOEFL or IELTS are valid for only two years, and EMSAT is valid for 18 months).

*Note: All documents presented by the applicant for admission purposes become the property of CUCA and will not be returned.*

### **Admission Requirements (Undergraduate)**

To be eligible for admission, all applicants must meet the following minimum requirements before submitting an application to the College:

1. Each applicant must complete a CUCA application form available at the Admission Office. This form must be submitted by the deadline dates announced by CUCA and must be accompanied by a non-refundable admission fee.
2. The applicant must certify that all information submitted on the application is complete and accurate at the time of submission and confirm their understanding that misrepresentation of any information or failure to provide necessary documents may result in denial or rejection of their admission to the college.
3. The applicant must have: a UAE secondary school certificate or its equivalent, as approved by the Ministry of Education, with an average of at least 60% (For all programs except Bachelor of Law. Refer to the requirements of this program) to satisfy College requirements.
4. Students with a UAE secondary school certificate or its equivalent approved by the Ministry of Education with an average less than 60% can join the Foundation program offered by CUCA for maximum two semesters which will qualify them to join a degree

program (Except Bachelor of Law) after completing all the Foundation Program requirements.

5. Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
6. The applicant must meet any additional requirements for admission into the program for which they are applying.

### Types of Accepted High School Curriculum

<b>Holders of UAE Secondary School Certificates</b>	<b>UAE secondary school certificate or its equivalent, as approved by the UAE Ministry of Education.</b>	<b>60%</b>
<b>Holders of Non UAE Secondary School Certificates</b>	Iranian Certificates: Pre-University (required)	12/20
	Indian Boards Certificate: Senior Secondary School Certificate, Part II	40%
	Pakistani Certificate: Higher Secondary School Certificate, Part II	40%
	French Baccalaureate	10/20
	Lebanese and Syrian Baccalaureate	50%
	North Africa Baccalaureate	50%
	Nigerian Certificate: Secondary School Certificate (granted by WAEC or NECO board)	40%
	American Diploma: Grade 10, 11, and 12	60%
Holders of British System Certificates (IGCSE and GCSE, and GCE system)	60% (Grade 12)	

- Applicants from any other non-UAE educational systems not listed above must have secured a minimum aggregate score equivalent to UAE 60% or above as per International Grade Conversion Table published by WES.

### Admission Requirements (Bachelor of Law)

1. 75% in High School for General/Literature stream, and 70% for Advanced/Scientific stream or its equivalent.
2. Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
3. EMSAT Arabic (check the Arabic Language Requirement Section)

### Admission Requirements (Bachelor of Dental Surgery)

Students who desire to enroll in the Dental Surgery must satisfy the following requirements:

<b>Full admission:</b>
UAE GSEC



An aggregate of 80% in the grade 12 Science stream/Advanced stream of UAE GSEC of Ministry of Education. Preference in admissions will be given to those with high scores in Biology, Chemistry and Physics with no less than 80%.

Abu Dhabi Education Council stream students should similarly have 80% aggregate. Preference in admissions will be given to those with high scores in Advanced Biology (level 3) and Advanced Chemistry (level 3) with no less than 80%.

#### British Curriculum (IGCSE, GCSE, GCE)

Studied 3 Science subjects (Biology, Chemistry, Physics) in O Level with a minimum of Cs in all 'O' level subjects, and 'C' in any of the two Science subjects in AS level and 'D' in A Level (e.g. Biology, Chemistry, Physics)

#### American High School Diploma

An aggregate score of 80% is required. Preference in admissions will be given to those with high scores. SAT (Chemistry/Math) is required.

#### International Baccalaureate Diploma (IB)

Must have completed any 6 courses including Biology, Chemistry and Physics at the higher level and obtain IB score of at least 25.

#### Pakistani Boards/Certificates

Student should secure an overall minimum score of 60% and above in the 12th Grade.

An aggregate score of 55% or above in Biology, Chemistry and Physics in the 12th Grade.

#### Indian Boards/Certificates

Student should secure an overall minimum score of 70% and above in the 12th Grade of Indian State Board.

An aggregate score of 60% or above in Biology, Chemistry and Physics in the 12th Grade.

Student should secure an overall minimum score of 60% (B Grade) and above in the 12th Grade of Indian Central Board/ICSE.

An aggregate score of 55% or above in Biology, Chemistry and Physics in the 12th Grade.

#### **Conditional admission:**

- Students with score less than 80% in any of the required science subjects must secure (B) in the same subject/s by the end of their first semester.
- Students with score less than 55% in any of the required science subjects (Pakistan Board) must secure (B) in the same subject/s by the end of their first semester.
- Students with score less than 60% in any of the required science subjects (Indian State Board) must secure (B) in the same subject/s by the end of their first semester.
- Students with score less than 55% in any of the required science subjects (Indian Central Board/ICSE) must secure (B) in the same subject/s by the end of their first semester.

**Notes:**

- Applicants from any other non-UAE educational systems not listed above must have secured a minimum aggregate score equivalent to UAE 80% or above as per International Grade Conversion Table published by WES.
- All applicants shall be evaluated for cognitive and non-cognitive traits demonstrating their aptitude for the chosen area of study by the Admissions Committee which includes and personal interview. Admission is finalized on competitive basis.

**Additional requirements:**

- Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
- A valid certificate of cardiopulmonary resuscitation course (CPR), to be renewed every 2 years
- An interview
- A Health Fitness Certificate

**Admission Requirements (Bachelor of Pharmacy)**

Students who desire to enroll in the health sciences programs Pharmacy must satisfy the following requirements:

**Full admission:**

UAE GSEC

An aggregate of 70% in the grade 12 Science stream/Advanced stream of UAE GSEC of Ministry of Education. Preference in admissions will be given to those with high scores in Biology, Chemistry and Physics with no less than 70%.

Abu Dhabi Education Council stream students should similarly have 70% aggregate. Preference in admissions will be given to those with high scores in Advanced Biology

(level 3) and Advanced Chemistry (level 3) with no less than 70%.

#### British Curriculum (IGCSE, GCSE, GCE)

Studied 3 Science subjects (Biology, Chemistry, Physics) in O Level with a minimum of Cs in all 'O' level subjects, and 'D' in any of the two Science subjects in AS level and 'E' in A Level (e.g. Biology, Chemistry, Physics)

#### American High School Diploma

An aggregate score of 70% is required. Preference in admissions will be given to those with high scores. SAT (Chemistry/Math) should be cleared. If Biology is not taken in 12th Grade, SAT (Biology) with score of above 400 is required.

#### International Baccalaureate Diploma (IB)

Must have completed any 6 courses including Biology, Chemistry and Physics at the higher level and obtain IB score of at least 24.

#### Pakistani Boards/Certificates

Student should secure an overall minimum score of 55% and above in the 12th Grade.

An aggregate score of 50% or above in Biology, Chemistry and Physics in the 12th Grade.

#### Indian Boards/Certificates

Student should secure an overall minimum score of 65% and above in the 12th Grade of Indian State Board.

An aggregate score of 55% or above in Biology, Chemistry and Physics in the 12th Grade.

Student should secure an overall minimum score of 60% (B Grade) and above in the 12th Grade of Indian Central Board/ICSE.

An aggregate score of 50% or above in Biology, Chemistry and Physics in the 12th Grade.

Conditional admission:

- Students with score less than 70% in any of the required science subjects must secure (C) in the same subject/s by the end of their first semester.
- Students with score less than 50% in any of the required science subjects (Pakistan Board) must secure (C) in the same subject/s by the end of their first semester.
- Students with score less than 55% in any of the required science subjects (Indian State Board) must secure (C) in the same subject/s by the end of their first semester.
- Students with score less than 50% in any of the required science subjects (Indian Central Board/ICSE) must secure (C) in the same subject/s by the end of their first semester.

**Notes:**

- Applicants from any other non-UAE educational systems not listed above must have secured a minimum aggregate score equivalent to UAE 70% or above as per International Grade Conversion Table published by WES.
- All applicants shall be evaluated for cognitive and non-cognitive traits demonstrating their aptitude for the chosen area of study by the Admissions Committee which includes and personal interview. Admission is finalized on competitive basis.

**Additional Requirements:**

- Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
- An interview
- A Health Fitness Certificate

**Admission Requirements (Graduate)**

**Admission Requirements (MBA)**

1. Each applicant must complete a CUCA application available at the Admission Office. This form must be submitted by the deadline dates announced by CUCA and must be accompanied by a non-refundable admission fee.
2. The applicant must certify that all information submitted on the application is complete and accurate at the time of submission and confirm their understanding that misrepresentation of any information or failure to provide necessary documents may result in denial or rejection of their admission to the college.

3. The applicant must have a bachelor degree in related field of the program he/she is applying for, from an accredited institution in the UAE (or its equivalent).
4. A degree earned outside of the UAE that is equivalent to the bachelor degree in the program applied for (or a related business discipline) must be approved by the Ministry of Education-Higher Education Affairs before it can be accepted at CUCA.
5. A bachelor's degree awarded in a different discipline can be accepted but the applicants are required to complete the Preparatory Program at CUCA.
6. Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
7. Candidates should submit completed applications to the Admissions and Registration Department before the start of the semester they are applying for.
8. Candidates with a four-year undergraduate degree will be classified into categories upon admission:

#### **Full Admission**

To qualify for Full Admission, applicants are required to meet these conditions:

- Have a four-year bachelor degree in related field of the degree program applied for (or its equivalent)
- Completed the bachelor degree program with a minimum Cumulative GPA (CGPA) of 3.0 on a scale of 4.0 (or the equivalent)
- Earned the bachelor degree from an accredited College that is recognized by the Ministry of Education-Higher Education Affairs in UAE
- Achieved the minimum required score of 550 on the TOEFL (IELTS 6.0, or the equivalent)

#### **Provisional Admission**

Provisionally-admitted students must do the following:

- Students admitted with a CGPA between 2.00 and 2.99 in their bachelor degree studies may continue in the program only if they attain final grades of B or higher (CGPA 3.0) in the first four courses by the end of the first two modules (approximately four months or 16 weeks); otherwise, they will be dismissed from the program.
- Students admitted with a TOEFL score between 500 and 549 (IELTS 5.0, or the equivalent) must register in the Level 3 (advanced) course of the Intensive English Program. They are only permitted to register for one academic course

(3-credit hours) during their first two modules of the program. They will be allowed to continue in the program only if they attain at least a 550 score in TOEFL by the end of the first two modules. Otherwise they will be dismissed from the program.

- The College Council decides on the recommendation of the Head of Department in cases not mentioned above.

### **Admission Requirements (Professional Diploma in Teaching)**

1. Each applicant must complete a CUCA application form available at the Admission Office. This form must be submitted by the deadline dates announced by CUCA and must be accompanied by a non-refundable admission fee.
2. The applicant must certify that all information submitted on the application is complete and accurate at the time of submission and confirm their understanding that misrepresentation of any information or failure to provide necessary documents may result in denial or rejection of their admission to the college.
3. The student must obtain a Bachelor's degree or its equivalent from a university or college accredited by the Ministry of Education - Higher Education Affairs in the United Arab Emirates in fields related to the specializations offered by CUCA at a Cumulative Grade Point Average of not less than 2.5/4 or equivalent (For full admission).
4. Students with a Bachelor's degree or its equivalent with a CGPA of 2.0 and less than 2.5 can enroll in the Professional Diploma program (Under provisional admission) but they must provide a letter of experience in the teaching at least two years from recognized schools in UAE.
5. A degree earned outside of the UAE that is equivalent to the Bachelor degree in fields related to the specializations offered by CUCA must be approved by the Ministry of Education-Higher Education Affairs before it can be accepted at CUCA.
6. EMSAT Arabic (check the Arabic Language Requirement Section)
  - The College Council decides on the recommendation of the Head of Department in cases not mentioned above.

### **Admission Requirements (Master of Public and Private Law)**

1. Each applicant must complete a CUCA application form available at the Admission Office. This form must be submitted by the deadline dates announced by CUCA and must be accompanied by a non-refundable admission fee.
2. The applicant must certify that all information submitted on the application is complete and accurate at the time of submission and confirm their understanding that

misrepresentation of any information or failure to provide necessary documents may result in denial or rejection of their admission to the college.

3. The applicant must have a Bachelor degree in Law, from an accredited institution in the UAE (or its equivalent).
4. A degree earned outside of the UAE that is equivalent to the Bachelor degree in Law must be approved by the Ministry of Education-Higher Education Affairs before it can be accepted at CUCA.
5. Certificate of a Standardized Test of Eligibility in English Language (check the English Language Requirement Section)
6. EMSAT Arabic (check the Arabic Language Requirement Section)
7. Candidates with a four-year undergraduate degree may be classified into categories upon admission:

#### **Full Admission**

To qualify for Full Admission, applicants are required to meet these conditions:

- Have a four-year Bachelor degree in Law (or its equivalent)
- Completed the Bachelor degree program with a minimum Cumulative GPA (CGPA) of 3.0 on a scale of 4.0 (or the equivalent)
- Earned the Bachelor degree from an accredited College/University that is recognized by the MOE-HEA
- Achieved the minimum required score of 450 on the TOEFL (IELTS 4.5, or the equivalent)

#### **Provisional Admission**

Provisionally-admitted students must do the following:

- Students admitted with a CGPA between 2.00 and 2.99 from their Bachelor degree studies may continue in the program only if they attain final grades of B (CGPA 3.0) or higher in the first three courses they complete by the end of the first semester (approximately four months or 16 weeks); otherwise they will be dismissed from the program.
- The College Council decides on the recommendation of the Head of Department in cases not mentioned above.

## English Language Requirement (Undergraduate)

1. The applicant must demonstrate an acceptable competency level in English equivalent to a TOEFL score of 500 (paper-based), 173 (computer-based), (61 internet-based), or its equivalent on a standardized English language test, such as Band 5.0 for IELTS or another standardized, internationally-recognized test that is approved by the MOE-HEA (see table 1). This condition applies to all students, including those who have previously been admitted to a non-credit bearing intensive English language program or remedial English course.
2. For undergraduate programs taught in Arabic, A minimum of EmSAT score of 950, TOEFL score of 450 PBT, 139 CBT, 51 iBT, 4.5 ILETS, or their equivalents on another standardized national or internationally-recognized test that is approved by the MoE.
3. Applicants who do not have the minimum required TOEFL (500 score), IELTS (5.0 score) in English, must study in the Intensive English Program (IEP).
4. Students may only register in five General Education Program courses while enrolled in the IEP. The General Education courses are Computer Fundamentals, College Mathematics, Islamic Studies, Study Skills, and UAE Studies. They can complete the course and try to get a passing TOFEL/IELTS score. If they don't, they repeat until they pass; however, when a student achieves a passing TOEFL or IELTS score, they may exit the program at once (see table 2).

The Table 1 shows the MoE approved Tests and Equivalent Scores for English Language Proficiency.

EMSAT	TOEFL	IELTS	Cambridge English	PTE Academic	City & Guilds
950-1075	450 (51 iBT)	4.5	147	29	B1
1100-1225	500 (61 iBT)	5.0	154	36	B1
1400-1525	550(79 iBT)	6.0	169	50	B2

The Table 2 below shows the way students in the IEP can progress through courses, along with the five General Education (GED) courses they are permitted to take:

*Table 2: Progression in IEP*

IEP Level	Pre-College English Courses		Academic Program Courses		Total Hours per Week
	Study Hours	Study Hours per Week	Courses Permitted	Study Hours per Week	
IEP 101	180	12 for 15 weeks	1 GenEd	12 for 15 weeks	12



IEP 102	135	9 for 15 weeks	2 GenEd	9 for 15 weeks	9
IEP 103	90	6 for 15 weeks	3 GenEd	6 for 15 weeks	6

### English Language Requirements (Graduate)

Students who desire to enroll in the graduate program must satisfy the following requirements:

1. For Graduate programs taught in English, a minimum of EMSAT Score of 1400, TOEFL Score of 550 PBT, 6.0 IELTS, or their equivalents on another standardized nationally – or internationally-recognized test that is approved by the MoE.
2. For graduate programs taught in Arabic, A minimum of EMSAT score of 950, TOEFL score of 450 PBT, 139 CBT, 51 iBT, 4.5 ILETS, or their equivalents on another standardized national or internationally-recognized test that is approved by the MoE.
3. Table (1) shows the MoE approved Tests and Equivalent Scores for English Language Proficiency.

*Table 1: MoE Approved Tests and Equivalent Scores*

EMSAT	TOEFL	IELTS	Cambridge English	PTE Academic	City & Guilds
950-1075	450 (51 iBT)	4.5	147	29	B1
1100-1225	500 (61 iBT)	5.0	154	36	B1
1400-1525	550(79 iBT)	6.0	169	50	B2

Notes: Students who wish to enroll in MBA program can be exempted from the English requirements if they fall under one of the following categories:

- a. The native language of the applicants is English.
- b. Applicants completed the Bachelor degree in a country where English is the official language.
- c. Applicants who achieved their Bachelor degree, where the medium of instruction was English, and the (TOEFL 500 or IELTS 5.0) was required during their admission, they may provide the Admission Office with a copy of the old TOEFL/IELTS certificate along with a letter from the previous institution (must be accredited by MOE-HEA) certifies the medium of instruction is English.

### Arabic Language Requirement (Undergraduate)

The applicant who studying at any of the programs taught in Arabic language, must achieve 1000 score in EMSAT Arabic:

Programs taught in Arabic:

- Human Resource Management (in Arabic & English)
- Bachelor of Public Relations and Advertising (in Arabic & English)
- Bachelor of Law (in Arabic & English)

### **Arabic Language Requirement (Graduate)**

The applicant who studying at any of the programs taught in Arabic language, must achieve 1250 score in EMSAT Arabic:

Programs taught in Arabic:

- Master of Law
- Professional Diploma in Teaching

### **Transfer Student Admission (Undergraduate)**

1. Students applying as post-freshman admission, have to provide an official Transcript stating they have attended at least one semester as a full-time student at another accredited College, University, or equivalent educational institution and possess a cumulative grade point average (CGPA) of 2.0 or above.
2. A student with a CGPA of less than 2.0 can be admitted only to a program in a field different than his/her current field in the previous educational institution.
3. Coursework completed in the previous educational institution may be accepted in the appropriate program at CUCA by meeting the following provisions:
  - a. Applicant must submit an official transcript attested by the MoE-HEA showing all credits and grades earned, along with a detailed description of the courses to the Admission Office.
  - b. Only coursework with grade C (2.0) and above, or its equivalent will be accepted.
  - c. Only coursework relevant to the study plan of the desired major will be considered.
  - d. Coursework should bear at least three credit hours; however, two or more can be combined to equal one three credit hour course.
  - e. The coursework content must be equal to approximately 75-80% of the CUCA course content.
  - f. Only 50% of total credits shall be considered as transfer credits.
  - g. If the student studied the same course in two different educational institutions, only one of them will be considered.
  - h. The coursework was not a part of Foundation and/or Intensive English Programs.
4. The Committee of Student Transfer shall review the student's request of transfer credits and submit its recommendations to the Vice Chancellor for approval.

Notes:

- Grades of the transfer courses earned at the host institution are not used in calculating the student's CGPA.
- Student must provide a letter of medium of instruction for any transferred course taught in English.
- Students shouldn't been dismissed from their previous institutions for disciplinary reasons.
- Transfer credit hours will only appear on the CUCA transcript when the Registrar receives the official and attested transcript of the student's previous institution.

### **Transfer Student Admission (Graduate)**

1. Students applying as post-freshman admission, have to provide and official Transcript stating they have attended at least one semester as a full-time student at another accredited College, University, or equivalent educational institution and possess a cumulative grade point average (CGPA) of 3.0 or above.
2. Coursework completed in the previous educational institution may be accepted in the appropriate program at CUCA by meeting the following provisions:
  - a. Applicant must submit an official transcript attested by the MoE-HEA showing all credits and grades earned, along with a detailed description of the courses to the Admission Office.
  - b. Only coursework with grade B (3.0) and above, or its equivalent will be accepted.
  - c. Only coursework relevant to the study plan of the desired major will be considered.
  - d. Coursework should bear at least three credit hours; however, two or more can be combined to equal one three credit hour course.
  - e. The coursework content must be equal to approximately 75-80% of the CUCA course content.
  - f. Only 50% of total credits shall be considered as transfer credits.
  - g. If the student studied the same course in two different educational institutions, only one of them will be considered.
  - h. The coursework was not a part of the Preparatory Program.
3. The Committee of Student Transfer shall review the student's request of transfer credits and submit its recommendations to the Vice Chancellor for approval.

#### *Notes:*

- *Grades of the transfer courses earned at the host institution are not used in calculating the student's CGPA.*
- *Student must provide a letter of medium of instruction for any transferred course taught in English.*
- *Students shouldn't been dismissed from their previous institutions for disciplinary reasons.*

- *Transfer credit hours will only appear on the CUCA transcript when the Registrar receives the official and attested transcript of the student's previous institution.*

## **Course Registration**

### **Course Registration**

1. A student may select courses and register for classes during the registration period only after receiving a Letter of Acceptance (*RM-02-Letter of Acceptance*) from the Office of the Registrar.
2. Once a student receives a Letter of Acceptance from the Registrar's Office, they are eligible to select courses and register for classes during the registration period.
3. Students are scheduled for classes only after a one-on-one meeting with their Academic Advisor. Registration and pre-registration take place each semester. The student must apply for registration on the prescribed form listing the subjects to be studied during the semester. The last date for registration is posted by the Registrar.
4. Registration will not be considered complete until the course fees and all other balances due have been paid. Students will not receive credits for courses in which they are not registered. Inquiries regarding registration should be directed to the Office of the Registrar.
5. The existing students follow the points 3, and 4 for the re-registration in every semester.

## Course Load

### Undergraduate Programs

1. The maximum number of credit hours for which full-time students can register is 18 (6 courses) and the minimum number of credit hours is 9 (3 courses).
2. Only students with a CGPA of 2.5 to 3.79 can register for 18 credit hours (6 courses) per semester.
3. Only students with a CGPA of 3.8 and above can register for 21 credit hours (7 courses) per semester. Therefore, no student will register for 21 credit hours (7 courses) in the last semester unless their CGPA is 3.8 and above.
4. Students who take graduation project or capstone courses can only take 4 courses. The total number of courses including the graduation projects or capstone courses must not exceed 5 courses.
5. A student may register for less than 9 credit hours (3 courses) if the number of credits needed to complete graduation requirements is less than 9.
6. A student can only register for 6 credit hours (2 courses) in each summer session.
7. The maximum number of credit hours per semester for a part-time student is 9 (3 courses).
8. Any case that exceeds the prescribed registration limits requires the approval of both the Academic Advisor and the Department Chair, and the final approval of the Vice Chancellor.

### Graduate Programs

#### Master in Law and Professional Diploma in Teaching

1. The maximum number of credit hours for which full-time students can register is 9 (3 courses) and the minimum number of credit hours is 6 (2 courses).
2. A student can only register for 3 credit hours (1course) in each summer session.

#### MBA Program

The MBA program follows a term base calendar, and the student register for new courses every term (two months)

1. The maximum number of credit hours for which full-time students can register is 6 (2 courses) and the minimum number of credit hours is 3 (1 course) in each term.

## Late Registration

Students must register for classes by the deadline dates specified on the academic calendar. A Late Registration Form (*RM-03-Late Registration Form*) will be submitted and a late registration fee will be assessed for all students who register after the deadline for normal

registration and up to the end of the second week of class, after which students will not be permitted to attend further classes.

### **Add/Drop Procedure**

1. Students may make schedule changes without financial penalty during each term's Add/Drop Period in the first week of the semester to add or drop a course
2. Adding or dropping courses is not allowed outside of this period, and there are no refunds for classes dropped after the end of the Add/Drop Period.
3. Add/Drop Application Form (*RM-04-Add/Drop Application Form*) shall be submitted and each Add/Drop form requires a processing fee. Courses may only be added or dropped with the permission of the student's Academic Advisor.
4. No add/drop shall be allowed in the Health Sciences Program
5. The dates of the Add/Drop period for the MBA program are announced in their academic calendar.

### **Withdrawal Procedure**

1. Students shall fill out the Withdrawal Application Form (*RM-05-Withdrawal Application Form*) and submit the same to the Registration Department.
2. There is no academic penalty for withdrawing from courses prior to the 9<sup>th</sup> week of a course offered in the Fall or Spring semester, or prior to the 4<sup>th</sup> week of a course offered in a Summer session for the Undergraduate and graduate programs with the exception to the MBA program. The MBA students may withdraw from a course(s) without academic penalty prior to the 3<sup>rd</sup> week of each term. In these cases, the grade W is noted in the student transcript. The student CGPA is not affected. However, students who withdraw *after* the 2<sup>nd</sup> week must pay the full amount for repeating the course when they take that course again.
3. Students who request to withdraw from courses after the allowed period mentioned in point 2, must submit a request to their academic advisors along with the legitimate documents supporting their requests, then the advisor and the Department Chair will provide their recommendation on those cases. The requests might be approved or rejected by the Vice Chancellor based on the documents submitted. However, if they are approved, an official approval will be sent to the Registrar to complete the course withdrawal process, and a grade W will be recorded in the student transcripts.
4. Any student leaving a course must complete a special withdrawal form (*RM-05-Withdrawal Application Form*). Failure to complete this form indicates the student is continuing in the course and he/she will be awarded grades in accordance with the

academic policy. The withdrawal form must be signed by the student along with his/her Academic Advisor and submitted to the Registrar before the end of the week in which they are withdrawing during the Spring or Fall semesters and before the end of the 4<sup>th</sup> week during a Summer session.

5. Aside from voluntary withdrawal from a course as described above, a faculty member may require a student to withdraw from a course as a result of failure to complete required assignments, poor attendance, or misconduct. As in the case of voluntary withdrawal, a grade of EW is awarded, based on the withdrawal date and student performance.
6. A faculty may recommend the student to drop from the course after the midterm exams if he/she exceeded the maximum allowed absences or poor performance. A grade of EW will be recorded against the course.

### **Re-admission after Academic Suspension**

1. Suspended students may apply to the Registrar for one-time readmission by submitting a letter detailing their activities since the suspension took effect and providing rationale for why they believe their academic performance will improve in the future using the Application for Readmission Form (*RM-06-Application for Readmission Form*)
2. The Registrar will refer the application to the appropriate Department Chair. If the Department Chair is convinced, he/she will submit a recommendation to grant the student one last chance to raise his/her CGPA to the vice chancellor Office. Based on the Vice Chancellor approval's, the Registrar will be advised to grant the student one-time readmission for the next semester's registration. Students in this category will be reinstated on academic probation.

### **Final Academic Dismissal**

If, after one-time readmission, a student who is on academic probation at the beginning of a semester completes that semester with a cumulative GPA less than 1.5 after 18 attempted semester credits (or less than 1.7 after 33 attempted semester credits, or less than 1.9 after 48 attempted semester credits), that student receives final academic dismissal. However, he/she may rejoin CUCA as a new student in a different program and no credit hours to be transferred to him/here.

## Advanced Standing

CUCA does not offer advanced academic standing or award credits for the completion of portfolios, challenge examinations, completion of advanced secondary school courses such as A-Level or International Baccalaureate, etc.

## Recognition of Prior Learning

CUCA does not grant credit for life experience or for study at non-collegiate or non-accredited post-secondary institutions.

## Financial Information

### Tuition and Fees

<b>Application*Admission*Registration Fees</b>		
Admission Fee (Graduate Programs)	AED 3,000	One-time fee submitted with application, non-refundable
Admission Fee (Undergraduate Programs)	AED 1,500	One-time fee submitted with application, non-refundable
Admission Fee (International Students) For Graduate and Undergraduate programs	AED 3,000	One-time fee submitted with application, non-refundable
Registration Fee (Regular Semester)	AED 500	Per Semester, non-refundable
Registration Fee (MBA)	AED 250	Per Term, non-refundable
Registration Fee (Summer)	AED 300	Per Session, non-refundable
<b>Tuition Fees</b>		
Dental Surgery	AED 2,000	Per credit hour
Pharmacy	AED 1,500	Per credit hour
MBA (TQM, HRM)	AED 1,650	Per credit hour
Master in Law	AED 2,200	Per credit hour
BBA (FIN, HRM, MIS, MKT)	AED 908	Per credit hour
Hospitality and Tourism Management	AED 825	Per credit hour



B.Law and HRM (Arabic)	AED 935	Per credit hour
Public Relations and Advertising	AED 908	Per credit hour
Professional Diploma in Teaching	AED 900	Per credit hour
<b>Other Fees</b>		
Student Activity Fee (Regular Semester)	AED 250	Per Semester
Student Activity Fee (Summer)	AED 100	Per Session
Credit Transfer Fee	AED 300	
Late Registration Fee	AED 200	Per Course
Computer Lab and Internet Fee	AED 300	Per Semester (Fall and Spring)
Computer Lab and Internet Fee (Pharmacy and Dental Surgery)	AED 650	When registering in the Computer Course
Laboratory and Clinic Fee (Dental Surgery)	AED 4,000	1 <sup>st</sup> – 3 <sup>rd</sup> years Every Semester
	AED 6,000	4 <sup>th</sup> – 5 <sup>th</sup> years
Productive Lab Fee (Dental Surgery)	AED 3,000	4 <sup>th</sup> – 5 <sup>th</sup> years
Training Fee	AED 4,000	Year 5 Summer I and Summer II
Laboratory and Clinic Fee (Pharmacy)	AED 2,600	Every Semester
Tutorial Fees (Pharmacy)	AED 550	Student per Course (3 <sup>rd</sup> and 4 <sup>th</sup> Year). There are 3 courses in 3 <sup>rd</sup> year and 1 course in 4 <sup>th</sup> year
Training Fees (Pharmacy) for Community Pharmacy Training	AED 500	Student per Course (4 <sup>th</sup> Year) There are 2 courses in 4 <sup>th</sup> year
Training Fees (Pharmacy) for Training in Hospital	AED 500	Student per Course (4 <sup>th</sup> Year) There are 2 courses in 4 <sup>th</sup> year

Training Fees (Pharmacy) for Pharmaceutical Technology (Julphar)	AED 1,500	Student per Course (4 <sup>th</sup> Year) There is 1 courses in 4 <sup>th</sup> year
Visa Deposit	AED 5,000	Refundable at the time of visa cancellation and after completing one year of study at CUCA
Visa Processing Fee	AED 2,000	
Add/Drop Processing Fee	AED 30	For each request form
Re-Test Fee (Graduate)	AED 500	
Re-Test Fee (Undergraduate)	AED 300	
Supplementary Exam Fee (Graduate)	AED 1,500	
Supplementary Exam Fee (Undergraduate)	AED 1,000	
Graduation Fee	AED 1,250	
Transcript Fee	AED 75	
ID Replacement Fee	AED 50	
Diploma Replacement Fee	AED 500	
Change of Major Fee	AED 500	
Grade Appeal Fee	AED 200	
<b>Foundation Program</b>		
Contact Hour Fee	AED 825	
English Communications I	AED 4400	9 Contact Hours
<b>Intensive English Program ♦ Consists of 3 Levels</b>		
Level 1	AED 5,500	Duration is one semester (180 study hours)
Level 2	AED 4,400	Duration is one semester (135 study hours)
Level 3	AED 3,850	Duration is one semester (90 study hours)
<b>Intensive English Program for HRM (Arabic) and PRA ♦ Consists of 2 Levels</b>		
Level 1	AED 4,125	Duration is one semester (112 study hours)
Level 2	AED 3,850	Duration is one semester (90 study hours)

*Note: CUCA may charge fees for additional services and facilities as required and may increase fees at any time without prior notice.*

## **Payment Schemes**

Students must pay at least one-third of the total semester fees in cash and submit two post-dated checks. The date of the second check should be payable before the beginning of the final exams as shown on the academic calendar.

## **Refund Policy**

1. Student shall apply for refund by submitting the specified form (*RM-09-Request for Refund Form*)
2. Application and Admission Fees are non-refundable.
3. Students who withdraw before semester commencement will be refunded 100% of the paid tuition fees.
4. Students who withdraw within one week of semester commencement will forfeit the 1/3 of the tuition fees. The College will return 2/3 of the tuition fees.
5. The entire first semester tuition fee is non-refundable for students who withdraw after one week from semester commencement. This includes the PDC.
6. A student who is suspended or expelled from the College for disciplinary reasons forfeits all rights to any refunds.

## **Scholarship and Financial Aids**

Students can apply for Scholarships and Financial Aids using the *RM-08 Scholarship/Financial Aid Application Form*. CUCA offers the following discounts and scholarships for students:

1. A partial scholarship for undergraduate programs of 20%, and graduate programs of 15% on the tuition fees for brothers, sisters, or spouses studying at CUCA. (Both family members must register in the same semester/term in order to take advantage of this discount).
2. The *Individual Needs Scholarship* is a reduction of the tuition fee. (This type of scholarship is awarded on a case-by-case basis. Students must present evidence of financial hardship to the Scholarship Committee for approval).
3. The *Merit Scholarship* is a reduction of the tuition fees for undergraduate programs only. CUCA awards this scholarship to new students with a secondary school score of 90% and above. Existing students who earn a CGPA of 3.60 and above in the previous semester also qualify for this award, which is available for one semester only. Approval

is required to continue this scholarship in subsequent semesters. Students cannot combine two scholarships at a time.

4. For *Individual Needs* and *Merit Scholarships* to remain in effect, students must maintain class attendance of not less than 80% and a CGPA of not less than 3.60 in each semester.
5. Additional scholarships are announced by the Director of Enrolment Office before the beginning of every semester.
6. Students are not eligible to combine two scholarships.

*For more information on Scholarship and Financial Aids, visit the Office of the Registrar or email [registrar@cuca.ae](mailto:registrar@cuca.ae), or call +971-6-711-0000, or visit [www.cuca.ae](http://www.cuca.ae).*

## **Student Services**

### **Student Placement Office (SPO)**

The SPO at CUCA provides advice and information to students and alumni as a unit of the Student Affairs Department. Career Services strives to provide CUCA students and graduates with a clear purpose and solid decision-making required to be confident, selective, and competitive in managing careers and further academic pursuits.

SPO accomplishes its mission by supporting students in terms of internship, student development programs, and job search; faculty by acquiring MoU's with companies for job placements which are part of the curriculum; and the alumni through collaborating with employers and access to employer databases.

The SPO offers the best possible suggestions and advice with access to the most current employment information and career resources available. They also offer on-line interaction for clients who are off-campus.

The SPO provides the following support for students and alumni:

1. Career Selection Planning. The SPO through career guidance provide insights to students regarding different professions available for them at the time of graduation. This allows them to have clear direction on the career path they want to take.
2. Career Interest Assistance. The SPO can provide students with assistance in their career interest through arranged workshops, guests lectures and activities that will further their knowledge on specific career they are interested to pursue.

3. Career Assessment Tools. Exit, alumni and employer satisfaction surveys are conducted regularly which form basis for decisions to improve the curriculum and/or services within the College to improve employability.

Additional support of the SPO are as follows:

1. Internship Opportunities
2. Job Search Techniques
3. CVs and Cover Letters
4. Employment Interviews
5. Alumni Directory
4. Links to Employer Databases
5. Links to Employment Agencies
6. Employment Workshops
7. Career Opportunities Overseas

The SPO also cooperates with employers in these opportunities:

1. Ask employers to post key contact information for student and alumni access.
2. Invite private companies and public agencies to participate in Career Services job fairs and workshops.
3. Schedule on-campus interviews for organizations who wish to hire CUCA students and alumni.
4. Encourage employers to list job openings and internship opportunities with the Career Services Office.

## **Internship**

Students shall be allowed to take internship course after completion of 90 credit hours and a CGPA of 2.0. Refer to Internship Manual for more details about internship.

### Internship Hours by Major

1. Law: 40 hours
2. HRM: 120 hours (Arabic & English)
3. Finance & Accounting: 120 hours
4. Marketing: 120 hours
5. Management Information System: 120 hours
6. Public Relations in Arabic: 120 hours
7. Advertising in Arabic: 120 hours
8. Hospitality Travel and Tourism: 375 hours
9. PDT: Full semester per school year.

- ❖ These hours can be divided throughout the semester as per convenience.
- ❖ Start date of the internship is flexible but within the registered semester.

### **Academic Advising**

1. Every student is assigned an Academic Advisor for the duration of their degree program. Assignment of Academic Supervisor is system-generated at the Office of the Head of Enrollment which are reflected in the Faculty and Students' UMS.
2. The Advisor assists students in selecting courses for each semester. In addition, the Advisor is available to the student on a daily basis by appointment or, in emergency cases, non-scheduled sessions.
3. Advisors discuss professional goal setting, answer questions about academic programs, review student registration forms for classes, and make referrals to College and off-campus resources as needed.
4. The optimum advisor-to-student ratio is 1 advisor to 35 students.

### **Counseling Services**

The purpose of counseling is to assist students in understanding and resolving their educational, vocational, and personal problems. The Student Affairs Department conducts basic counseling for students.

The Student Affairs Department provides confidential counseling services and advising to CUCA students. The goal is to help students reduce stress, maximize opportunities for academic and personal success, enhance personal development, and make important life changes.

All administrators, faculty, and staff should refer students to the Student Affairs Department for counselling services when necessary.

### **Health Services**

The CUCA Health Care Clinic is located near the reception area on the ground floor of the campus available for use by all students, faculty, and staff.

The operating hours are Sunday through Thursday from 9:00 am to 3:00 pm, and 6:30 to 9:30 pm.

## **Social and Cultural Activities**

The Student Affairs Department organizes, implements, and supervises all social, cultural, and entertainment programs for CUCA students. Its main objective is to help students to develop their interests and abilities, and to practice their hobbies through a variety of programs and activities. The College places great emphasis on these extracurricular activities. It seeks to help students to develop their many talents and abilities plus make good use of their leisure time by forming student cultural and scientific societies.

The College also encourages students to meet each other in the friendly atmosphere of its surroundings. Almost every academic department has a student society or club, the purpose of which is to unite students and have them participate to accomplish a set of academic objectives that enrich student life. To this end, the academic departments organize lectures, present book and cultural exhibits, celebrate national occasions, and support intramural sports activities.

CUCA emphasizes that participating in organizations and clubs is an effective means of establishing interpersonal relationships, developing leadership skills, and generally enhancing the overall academic programs.

Each active club has the right to present a plan and request for a budget that will be controlled through the student affairs departments.

Club types can be changed based on the club members. The college has the right to cancel any club with less than 3 members.

## **Sports Activities**

Indoor recreation area is available at the College campus. In addition, the Student Affairs Department organizes, implements, and supervises athletic events at the college, and develops collaboration with other institutions in Ajman and the surrounding area for various student competitions. Sports grounds are rented for students' outdoor activities such as football, basketball, volleyball and the likes – pending the establishment of the sports facilities at the campus which is part of the CUCA infrastructure development.

## **New Student Orientation**

The primary purpose of the CUCA orientation program is to help students understand the nature of the College, the educational opportunities available to them, the values and

functions of the College community, and the central objectives of CUCA as an academic enterprise.

It is also intended to permit students to participate in the testing program, participate in academic advising, and to inform them about matters relating to student registration, campus activities, and other aspects of life at CUCA.

### **Email Activation**

- a. Students will receive orientation on the use of IT facilities during the Orientation and the IT Department will provide students with their CUCA email ID.
- ii. Students are required to activate their CUCA emails (*IT-01-Email Activation Form*) in order to receive information from the College
- iii. Students are responsible for checking their emails as faculty may send important announcements or course related materials

Student orientation programs are designed to help freshmen, transfer, and non-traditional students adjust to the academic and social life of the College.

### **Health and Safety**

The College believes that safety is paramount and makes every effort to provide all faculty, staff, and students with a safe and healthy place to work and study. It also determines the type of safety training required for employees and students to increase safety awareness and follow safety rules.

Employees and students are expected to comply with all Civil Defense safety rules and regulations, and to practice safe conduct whenever on College property.

Students must report all accidents or injuries immediately to a College faculty or staff member. Security Officers are available and are roving with the campus premises to keep the students, faculty and guests safe. There are two guard houses with permanent guards outside the entrance of the college who can also assist in any safety issues. CCTV cameras are installed for additional safety.

Make sure you attend the health and safety orientation as per Student Induction Checklist (*SA-Form-01-Student Induction Checklist*) that will be provided as part of your orientation.



## **Student Council**

The primary purpose of the Student Council is to serve as a recognized forum for student opinion. The Student Council is elected annually by the student body.

The Student Council operates within the laws of the United Arab Emirates and follows the procedures established and adopted by CUCA.

The activities of the Student Council include, but are not limited to, the following:

1. Assisting CUCA in identifying the interests, programs, and goals of the student majority.
2. Communicating those interests, programs and goals of the student majority to CUCA.
3. Assisting CUCA in providing students with programs to meet the needs of its students.
4. The elections are conducted according to the Election Code of the Student Council (*SA-Form-02-Student Council Election*)

## **Student Publication**

1. CUCA supports an atmosphere of free and responsible discussion along with the use of media throughout the education process. However, all student publications financed and published by CUCA must conform to the standards and norms of responsible journalism.
2. These publications must not contain libelous, indecent, or harassing material in any form. These same publication policies apply when deciding what material can be included on the CUCA website developed and managed by CUCA.
3. The President has the ultimate authority to determine the acceptability of materials in student publications.
4. Approval for student publication may be applied using (*SA-Form-03-Student Publication Approval Request*)
5. Student Publications are under the purview of the Marketing Department and policies and procedures related to publication are published in the Marketing Policies and Procedures Manual.

o. a statement of student rights and responsibilities (sometimes referred to as a “Code of Conduct”), including rules for maintaining order on campus;

## **Student Rights and Responsibilities**

Student responsibilities include but are not limited to:

1. Students must be fully acquainted with published rules, regulations, and policies of the College and to comply with them in the interest of maintaining an orderly and productive College community.
2. Students are required to follow the tenets of common decency and acceptable behavior commensurate with the aspirations implied by a College education. This includes the obligation to respect the rights and property of others.
3. Student Handbook are provided through links sent to the students by the Office of the Students Affairs, and also available in CUCA website.

## **Code of Conduct**

This policy applies to all students enrolled at CUCA to ensure that they receive equal protection and that all practices and actions are applied equally and in a non-discriminatory manner.

CUCA is composed of individuals interacting with others for the mutual benefit of all, thereby developing a culture with standards of conduct and distinguishable aims. The College is a system based on the concept of freedom of choice that creates the educational and cultural conditions for the full development of students and members of the community.

It is the right of students attending CUCA to retain their individualism, personal freedom, autonomy, and dignity, while respecting at the same time the rights of others. Students attending the College should be provided with the opportunity to learn, to develop to their fullest potential, and to grow as individuals. All students are individuals and display different abilities, skills, interests, appreciations, attitudes, beliefs, and values.

Students who enroll neither lose their personal freedom nor rights, nor do they escape the duties of a legal UAE resident or citizen while enjoying significant educational opportunities at CUCA. Students have a responsibility to themselves, to their fellow students, to the laws of the UAE, and to policies of the College in which they enroll by their own choice.

## **Discrimination and Harassment**

On campus, CUCA provides its students with a secure environment for learning. The College stands for the provision of equal opportunities in education and employment and will not condone any behavior that is in any way discriminatory or that constitutes harassment on the grounds of race, belief, color, national origin, religion, age, gender, or disability.

Harassment is a type of discrimination. It is defined as an act or verbal expression intended against a person's race, belief, color, national origin, religion, age, gender, or disability with the aim of interfering with the ability of that person to find employment or study, or with the aim of frightening or creating a threatening or harmful environment.

Any person engaging in discrimination or harassment is subject to disciplinary measures.

### **Dress Code**

Faculty, staff, and students at CUCA are required to dress appropriately and respect the cultural and religious principles of the United Arab Emirates. This means dressing in a professional, respectful, and modest way. Inappropriate dress for males and females is completely unsuitable and prohibited at the College. Additionally, obscene, lewd, or offensive words or pictures must never be displayed on articles of clothing.

Report faculty or staff dress code violations to the Department Chair or Unit Manager of the offender. Similarly, report student dress code violations to the Student Affairs Department. Anyone who violates the CUCA dress code is subject to disciplinary action.

### **Smoking**

To protect and promote the health, safety, and welfare of its employees, students, and the public, CUCA will provide an environment free from exposure to tobacco smoke. Smoking or the use of tobacco products is not permitted inside the College facilities.

The College ensures *No Smoking* signs are appropriately placed and visible throughout the College.

### **Misconduct**

The following are types of misconduct which, if committed, will result in appropriate disciplinary action:

1. Academic cheating or plagiarism of any kind.
2. Furnishing false information to the College or filing or making known false charges against the College or a member of its faculty or staff.

3. Destruction, damage, unauthorized possession, or misuse of College property, including Library and Laboratory materials and equipment, or of private property on the campus.
4. Forgery, alteration, unauthorized possession, or misuse of College documents, records, or identification cards.
5. Physical or verbal abuse of another person in the College community.
6. Any verbal threat, abuse, or physical action against any CUCA employee or student is considered sufficient grounds for suspension from the College pending a disciplinary hearing.
7. Any act considered offensive or unauthorized by UAE law.
8. Use, distribution, or possession of alcoholic beverages, dangerous drugs, or controlled substances while on CUCA property or at any authorized activity sponsored by or for any CUCA-related organization, whether on- or off-campus, are prohibited by law and will be reported to the authorities.
9. Disorderly conduct that inhibits or interferes with the educational responsibility of the College community.
10. Disorderly conduct that disrupts the administrative or service functions of the College to include social or educational activities.
11. Malfeasance or misuse of an elected or appointed office in a student organization, endangering its members, or the welfare of the College community.
12. Incurable or persistently irresponsible behavior.
13. Gambling on-campus or on College property.
14. Possession of any weapon that can harm others.
15. Inappropriate behavior that disrupts teaching

## **Grievance and Appeals**

The Office of the Students' Affairs facilitates all complaints and grievances of the students. A student grievance and appeals policy, applicable to all students of CUCA, is used to provide reasonable assurance that all practices and actions are pertinent and realistic and are applied in a nondiscriminatory manner. The policy is designed to help maintain good student relations, to handle grievances efficiently at the level closest to the problem, and to establish a problem-solving academic and non-academic environment with full student participation. Grievance and appeals shall be handled based on the following principles:

1. *Confidentiality*. All grievances and complaints are confidential.
2. *Reprisal*. A student may enter a complaint or grievance without fear of interference, retaliation, or harassment from faculty or administration.
3. Processing a Complaint

- i. A complaint, which is not processed through the grievance procedure, must be informally presented to the source of the problem for discussion and consideration. In the case of a complaint about an instructor, for example, each point of complaint must first be aired with that instructor before the rest of the process may be followed.
- ii. If the student is not comfortable discussion his complaint with his/her instructor, he/she may seek the assistance of the Department Chair.
- iii. If not satisfactorily resolved at that level, the complaint must be submitted by the student in writing to the Office of the Students' Affairs through filling out the Student Grievance Form (*SA-07-Form-Application for Redress of Grievance*)

### **Non-Academic Grievance**

1. Using (*SA-07-Form-Application for Redress of Grievance*) which may be obtained from the Office of the Student Affairs, the grievant shall address only one subject in any one grievance. A written grievance shall contain a clear and concise statement of the grievance, referring to the actual policy that is alleged to have been violated, the date the incident took place, the issue involved, and the remedy sought.
2. The Office of the students' affairs will verify that procedure for processing the complaint has been followed (first it was discussed with the offending party, or the Department Chair). The Faculty or Department Chair shall be given 5 days to take necessary decision.
3. If the time has lapsed and no decision was taken, or if the student was not satisfied with the decision, he/she can forward the form to the The Office of the Student Affairs shall forward the grievance to the Student Grievance Committee who will try to mediate by giving both parties the opportunity to explain their side of the story.
4. The committee shall render their decision based on the merits of the case within seven working days and will communicate the same to both parties through the Department Chairs.
5. Time Limits.  
If the grievant fails to meet the time limits at any step, the grievance is automatically considered dropped; if the administration or College personnel, at any step, fail to meet the time limits, the grievance is automatically advanced to the next step. Extension of time limits for any step may be authorized through the Dean upon written request.

## General Academic Grievance

1. A student general academic grievance is any dissatisfaction or feelings of injustice a student or prospective student may have while associated with CUCA. A grievance may result from any academic disagreement.
2. The grievant is encouraged to resolve problems where they arise and with the parties involved. Only when the problems cannot be solved informally in conference with the teacher or staff member should the student resort to the formal grievance procedure. At this point the student should seek the advice of the Director of Student Affairs about the proper procedure. The Office of Students Affairs may not interfere with academic-related grievances, except when such academic issues affect the welfare of the students.

## Grade Appeals

Students are entitled to objective evaluation of their academic work and to fair, equitable treatment in the course of their academic relationships with the faculty members. These criteria are observed by the members of the CUCA faculty as a part of their professional responsibilities. A student who believes that he/she has a legitimate concern regarding a final course grade must inform the professor responsible for the course in writing and then discuss the matter with the professor. If a resolution cannot be reached, the student should contact the registration department in writing to file a formal grade appeal no later than 15 days after the grades announcement as per the academic calendar. If the matter cannot be resolved at the department level, a grade appeal review will be conducted by a college/department committee appointed by the Vice-chancellor. Based on the committee's formal recommendation, the VC may grant or deny the appeal and notify the student and the professor responsible for the course of the decision. If a change of grade is warranted, the VC (or appointed designee) will inform the Registrar of the grade change using an official grade change form.

### Procedures:

1. Complete and submit an appeal form (*RM-07-Grade Appeal Form*) to the Registrar within 15 calendar days of final grade posting.
2. The Registrar submits the appeal form to the responsible academic department.
3. The responsible department will then respond within 7 calendar days.
4. A Committee for Grades Appeal shall review the application subject to the approval of the Vice Chancellor.
5. The decision of the Vice Chancellor is final.

## Attendance

1. Students must attend each class meeting. Absence never exempts a student from the work required for satisfactory completion of courses. Excessive absences from any course will result in a:
  - First Warning - for absence in 10% of the total class hours (i.e. 4.5 hours for a 45 credit hour course)
  - Second Warning - for absence in 20% of the total class hours (i.e. 9.0 hours for a 45 credit hour course)
  - Final Warning - for absence in 25% of the total class hours (the student is subject to forced withdrawal from the course) (i.e. 11.25 hours for a 45 credit hour course)
2. An Official Warning Letter (*SA-04-Attendance Warning Letter*) shall be issued to the student through the UMS
3. Any exception to the policy shown above must be approved by the Department Chair by submitting the Absence Excuse Form (*SA-05-Absence Excuse Application*) detailing the justification for the absence subject to the approval of the Department Chair.
4. Students will be marked absent but allowed into the classroom if they are:
  - More than 10 minutes late from the start of the class. He/she will be marked "Late" but will be allowed to sit inside the class for the remaining lessons.
  - The teacher should mark the student Absent on the 3<sup>rd</sup> time the student is "Late". This should be reflected in the UMS.
  - Students who remain absent on the pretext of attending rehearsals for College or intercollegiate programs, etc., will be marked absent unless they obtain written permission from the appropriate faculty member or the Student Counselor.
5. Leaving the classroom to answer telephone calls is not allowed.
6. Under extraordinary circumstances where a student's attendance falls below 80% but not less than 70%, they may be permitted to take part in final examinations with permission from the Department Chair. An administrative fee may be assessed in these cases.
7. Department Chairs and faculty members must ensure compliance with the above rules by managing daily attendance records.

## **Academic Integrity**

One of the main objectives of CUCA is to provide quality undergraduate education. All members of the College community are required show commitment to this objective, including an obligation to promote the highest standards of integrity in study, instruction, and evaluation.

Dishonesty or unethical behavior has no place at CUCA. The integrity of the academic process requires fair and impartial evaluation by the faculty and honest academic conduct and effort by its students.

Therefore, students are expected to conduct themselves at the highest levels of responsibility while fulfilling the requirements of their studies. Similarly, the faculty has a responsibility to make clear to students the evaluation standards that apply and the resources that students may use in a given course.

### **Plagiarism**

*(Refer also to Policy on Plagiarism in Appendix A of the Student Handbook)*

This violation occurs when a student takes the words or ideas of another and uses them as if they were their own. This can happen in three ways:

1. A student copies the words of another person without using quotation marks and without giving reference to the source
2. A student puts the ideas of another person into the student's own words but does not give reference to the source
3. A student duplicates the structure of thought or organization of another person but does not give reference to the source.

### **Use of Plagiarism Detection Software**

CUCA uses *TurnItIn* plagiarism detection software to verify the originality of student work. This software provides an important first step for instructors in their evaluation of student work. The process for the use of *TurnItIn* is as follows:

1. The CUCA IT staff conducts initial training on the use of *TurnItIn* for all faculty members in the computer labs. They are also available to assist with any questions or technical problems encountered.
2. Instructors provide brief instructions to students on how they use *Turnitin* to verify the originality of written work.
3. Faculty members are responsible for providing students with an explanation of the freedom they may exercise in collaboration with other students or in the use of



outside sources. This includes the student's own work prepared and submitted for another course, during group study sessions, and in take-home examinations.

4. Any doubts on the part of students about what constitutes academic dishonesty should be discussed with and will be resolved by the course instructor.

## **Academic Dishonesty**

The policy for academic dishonesty is outlined below.

1. All academic work and materials submitted for assessment must be the work of the student.
2. Cheating is not only limited to copying from the work of others and providing unauthorized assistance, but also includes the use of devices or other surreptitious means for the purpose of obtaining falsely-derived passing scores on examinations.
3. Students are prohibited from submitting assignments and research papers or projects prepared by or purchased from another person or company. This is considered as a form of cheating subject to disciplinary actions.
4. All students are expected to take the process of advanced education seriously and act responsibly. Students who violate examination or assignment rules are subject disciplinary action.

## **Collusion**

Collusion occurs when someone else writes all or any part of a student's paper.

## **Cheating**

1. Cheating includes, but is not limited to, a student looking at another's work or using unauthorized materials during a test or written assignment.
2. Cheating, plagiarizing, or otherwise falsifying the results of study is prohibited. These policies apply not only to examinations, but to all work handed-in, such as papers, reports, solutions to problems, tapes, films, and computer programs, unless authorized by the instructor.
3. Bringing of mobile phones during examination is considered as cheating.

## **Penalties for Academic Dishonesty**

If a faculty member has reasonable grounds to conclude that a student has plagiarized, committed collusion, or cheated, the faculty can submit an allegation of academic dishonesty to the Department Chair recommending any of the following actions:

1. Report a grade of F for the work submitted (exam or assignment).
2. Report a grade of F for the course.
3. Apply other disciplinary action against the student which may lead to the student's suspension or dismissal from the College.

## Procedure

1. The faculty member who discovers the academic integrity violation completes a report describing the disciplinary infraction incident.
2. Submit the report to the Dean through the Department Chair. Student shall be notified of such allegations.
3. After review, the Dean shall constitute an Investigation Committee to decide on the merits of the allegations and to recommend the appropriate action to take based on the particular case (as shown in the options listed in the preceding section).
4. The Dean shall endorse the decision to the Vice Chancellor for final approval and implementation.
5. Distribute copies of the violation report to the student, faculty member, Department Chair, and the Registrar.
6. The Registrar places a copy of the report in the student file.
7. *A student has the right to appeal on the decision on allegations.*
8. For full details, refer to the Policy on Academic Misconduct in the Academic Handbook.

## Verification Process

1. Students who deny academic dishonesty must reconstruct or reproduce the suspected work in a way agreeable to and under the supervision of the faculty member to prove that no dishonesty has occurred.
2. If the student declines the opportunity to reconstruct or reproduce the suspected work, the matter is ended, and the faculty may impose one or more of the penalties listed above as decided by the Investigation Committee.
3. Students who produce what constitutes proof that the work is indeed their own, and the faculty still disagrees, the student may then file a grievance at the Office of the Student Affairs.

## Disciplinary Sanctions

The College may impose any one or more of the listed disciplinary sanctions. Written sanctions shall be given to students using (*SA-06-Form-Disciplinary Actions*)

1. Verbal or written warning
2. Loss of privileges
3. Removal from an elected or appointed office
4. Disciplinary probation with or without loss of privileges for a specified period
5. Violating the terms of disciplinary probation or any subsequent infraction (results in automatic suspension)
6. Suspension from the College for a specified period

## 7. Expulsion from the College

### **Degree Completion Requirements**

#### **Completion Requirements (Undergraduate)**

To be eligible for graduation, students must satisfy each of the following requirements:

1. Satisfactorily complete the curriculum in which the student is registered.
2. Achieve a CGPA of at least 2.00.
3. The student becomes a degree candidate when the Department Chair, at the request of the Student Advisor, certifies the student has completed all program and College requirements for graduation and consequently recommends the student to the faculty to confer the appropriate degree.
4. If a failed course has been removed from the curriculum or is an elective, the student may meet graduation requirements by the substitution of another course only with the written approval of the Department Chair.
5. With the written approval of the Department Chair of the degree-granting department or program, a student who has completed all but six hours for graduation may complete them off-campus.
6. Students must satisfy all financial obligations to the College within the time specified by the Registrar. Certificates for graduation and transcripts will be withheld on past-due accounts and loans.
7. The Head of Enrolment prepares a degree audit and prepares the degree/certificates for signature and issuance to the graduate. The list of graduates is presented to the BoT for confirmation one week before the graduation ceremony.

#### **Completion Requirements (Bachelor of Dental Surgery)**

Students will be awarded the Bachelor of Dental Surgery degree upon fulfillment of the following requirements:

1. Successful completion of the required credit ours (194 credit hours), including the College required courses, with CGPA greater than or equal to 2.00.
2. A successful completion of the required clinical cases during the clinical phase, in addition to the mandatory two months internal clinical training during Summer sessions
3. Submitting and defending a research project before an academic committee of the department.

### **Completion Requirements (Bachelor of Pharmacy)**

Students will be awarded the Bachelor of Pharmacy degree upon fulfillment of the following requirements:

1. Successful completion of the required credit ours (150 credit hours), including the College required courses, with CGPA greater than or equal to 2.00.
2. A successful completion of the field training in community pharmacies, hospital pharmacies, and pharmaceutical industry of not less than 600 contact hours which is equivalent to 15 credit hours.
3. Submitting and defending a research project before an academic committee of the department.

### **Completion Requirements (Graduate)**

To be eligible for graduation, students must satisfy each of the following requirements:

1. Satisfactorily complete the curriculum in which the student is registered.
2. Achieve a CGPA of at least 3.00.
3. The student becomes a degree candidate when the Department Chair, at the request of the Student Advisor, certifies the student has completed all program and College requirements for graduation and consequently recommends the student to the faculty to confer the appropriate degree.
4. If a failed course has been removed from the curriculum or is an elective, the student may meet graduation requirements by the substitution of another course only with the written approval of the Department Chair.
5. With the written approval of the Department Chair of the degree-granting department or program, a student who has completed all but six hours for graduation may complete them off-campus.
6. Students must satisfy all financial obligations to the College within the time specified by the Registrar. Certificates for graduation and transcripts will be withheld on past-due accounts and loans.
7. The Head of Enrolment prepares a degree audit and prepares the degree/certificates for signature and issuance to the graduate. The list of graduates is presented to the BoT for confirmation one week before the graduation ceremony.

admission requirements and procedures including application fees, admissions deadlines, required documentation, policies on the transfer of credit, remedial courses and joint degrees.

### **Credit Hours**

Courses are calculated in credit-hours. Each course carries a certain number of credits which are awarded after its successful completion. Credit hours usually equal the number of hours spent in class per week. One credit hour is typically 50 minutes of lecture given weekly for a minimum of fifteen weeks. Two or three hours of tutorial or laboratory work per week is the equivalent of one credit hour.

### **Definitions of Academic Terminologies**

Sr.	<b>College Terminologies</b>	<b>Description</b>
1	Academic Program	Is defined as a combination of courses and/or requirements leading to a degree or certificate, or to a major or concentration
2	Major	Is a group of courses required by a college in order to receive a degree - an area the student specializes in, like Accounting or IT. There are certain "core courses" in the specialization that everyone is required to take, along with several "elective courses"
3	Specialization	Is a focused area of study which is attached to a specific major, with specific coursework beyond major requirements.
4	Concentration	Is a structured plan of study within a major. The number of credit hours for a concentration varies, but is included within the credit hours for the major. The concentration appears on the official transcript.
5	Academic Advisor	Is a Faculty member assigned to counsel students towards selecting their courses by providing them details about the College's academic requirements, policies and procedures.
6	Academic Calendar	Is a Schedule indicating important academic dates, activities and deadlines of the entire academic year.
7	Student	A person who has been admitted and has taken registration in a College for the purpose of gaining an educational degree in his/her chosen specialization. A person is considered a student once the acceptance letter is issued.

Sr.	College Terminologies	Description
8	Transfer Student	Is a particular student that has previously attended a different educational institute and has taken admissions at CUCA. The courses completed by the transfer student in the former institution may be considered for credit transfer but must meet CUCA's standard of requirements, and Ministry of Education policies.
9	Enrollment	The process where the student has been officially accepted into the College, and therefore chooses to register courses as a new or continuing student.
10	Admission	The procedure in which a student is accepted in a College
11	Registration	Is a procedure where a student registers for courses in a given semester.
12	Regular Semester	Is an academic mandatory term in a College which is typically a duration of 15 weeks of classes plus one week of exams
13	Summer Session	Is a shorter term, consists of 5 weeks, and it is optional for students.
14	Add/Drop	is an important procedure where students are advised or choose to change their previously selected courses/time table; the process is usually made during the beginning of the semester.
15	Course Withdrawal	Is a process of cancelling a course after the drop period. The withdrawn course will be marked on the student transcript as "W" or "EW"
16	Graduation Ceremony	Awarding/Graduation Ceremony; Recognition Program created to award students with their academic accomplishments.
17	Alumni	Former student who have accomplished their university requirements and have graduated with a degree
18	Transcript	The official records of a student which outlines the courses taken, grades obtained and credit hours earned in a specific academic period.
19	GPA	Grade Point Average that a student obtains in a semester
20	CGPA	Cumulative Grade Point Average obtained by a student during their entire academic journey.
21	Credit Hour	Pertains to the number of teaching hours in a week during an academic term.
22	Academic Honors	Is a recognition of outstanding academic achievement
23	Academic Probation	Is a warning that the student has fallen into academic difficulty where he/she needs to improve his/her grades

Sr.	College Terminologies	Description
		in order to reach “Good Standing” status to avoid risk of disqualification from the College
24	Academic Dismissal	Is the end result of a pattern of multiple semesters of grades below the university's standards for Good Standing. Academic Dismissal only occurs after the student has been warned about his/her academic performance through being placed on Academic Probation.
25	College Withdrawal	Is the act of leaving the College for reasons besides graduation.
26	Prerequisite	A course that is required before proceeding to any further courses.
27	General Education Course	Is group of courses or basic college skills which are related to a wide-range of comprehension such as critical thinking skills, humanities, arts, social sciences, and sciences. These integral courses are required to study before studying subjects relating to your desired major.
28	Free course	Is a course that typically falls outside of the student required courses and area of study, but it calculates towards the degree completion.
29	Elective Course	Is an optional course in which the student can choose from group identified courses, and it is calculated towards the degree completion.
30	Core Courses	refers to a series or selection of courses that all students are required to complete before they can move on to the next level in their education, and before taking the specialization courses.
31	Internship	Is a practical experience in which a student has gained over a period working in such activities related to their course of study in a reputable organization, corporation or agency. Such applied internship by a student must be connected with his/her major in the college

## Foundation Program

In accordance with standards and requirements of the Ministry of Higher Education and Scientific Research MOE-HEA, and the Commission for Academic Accreditation (CAA), CUCA offers a Foundation or “Remedial” Program. This program is especially designed for students who obtain a score of less than 60% in the UAE General Secondary School Certificate. The program is based on the requirements found in the CAA/MOE-HEA document Foundation Program in Non-Federal Institutions, August 2009 and supplemented in September 2009.

COURSE NUMBER		COURSE NAME	C.H.	PREREQUISITE
Semester 1				
SSS	001	General Study Skills	0	
MTH	001	Mathematics	0	
CIS	001	Information Technology	0	
ARA	001	Communication Skills Arabic	0	
ENG	001	English Communications I (TOEFL Preparation)	0	
ENG	002	English Communications II	0	



## General Education Program

### Program Goals

1. Develop and continually improve oral and written communication skills.
2. Increase awareness of Islamic culture, ethics, and personal values.
3. Acquire well-rounded general knowledge skills in order to function effectively in modern society.
4. Develop problem-solving skills for use in both academic and professional settings.
5. Acquire and use information literacy skills.
6. Maintain a quest for lifelong learning and personal development.

### Program Learning Outcomes

Students who complete the CUCA General Education Program will be able to:

1. Use information technology in business.
2. Solve mathematical and environmental science problems.
3. Think critically, ethically and culturally.
4. Demonstrate English literacy.
5. Study effectively for personal and professional development.

### General Education Courses

Sr.	Course Code	Course Number	Course Name
1	ACS	101	Communication Skills in Arabic
2	ACSE	101	Communication Skills (For non-Arabs)
3	BUS	204	Innovation and Entrepreneurship
4	CIS	101	Computer Fundamentals
5	CISA	101	Applications of Information Technology
6	ENG	101	English I
7	ENG	102	English II
8	ENGA	101	English I
9	ENGA	102	English II
10	ENV	201	Environmental Science
11	ENVA	201	Introduction to Environmental Science
12	HUM	101	Critical Thinking
13	HUMA	101	Critical Thinking
14	ISLA	201	Islamic Studies in Arabic
15	MGT	310	Innovation and Entrepreneurship
16	MTH	101	College Mathematics
17	MTHA	101	Principles of Mathematics
18	PSYA	101	Introduction to Psychology

Sr.	Course Code	Course Number	Course Name
19	REL	201	Islamic Studies
20	RELA	201	Islamic Studies in Arabic
21	RME	301	Research Methods
22	SCI	101	Science and Life
23	SOC	101	Introduction to Sociology
24	SOCA	101	Introduction to Sociology
25	SRMA	101	Research Methodology for Law
26	SSS	101	Study Skills
27	SSSA	101	Study Skills
28	STE	201	Statistics
29	UAE	201	UAE Studies
30	UAEA	201	UAE Studies in Arabic

## Course Descriptions

### General Education Courses

#### **ACS 101: Communication Skills in Arabic**

This course comprises the principal requirements that teach students the basic skills they need for learning Arabic Language such as listening, speaking, reading and writing through shortlisting some texts from the Holy Quran, the honorable Prophetic Sunnah. This course also aims at enabling students to communicate and express their own views and persuade other people and absorb their knowledge and expertise. Furthermore, it aims at qualifying students to solve the problems that require making the right decision to achieve their goals by utilizing the basic skills of Arabic language in different linguistic situations effectively.

#### **ACSE 101: Communication Skills (for non-Arabs)**

This course comprises the principal requirements that teach students the basic skills they need for learning Arabic Language such as listening, speaking, reading and writing through shortlisting some texts from the Holy Quran, the honorable Prophetic Sunnah. This course also aims at enabling students to communicate and express their own views and persuade other people and absorb their knowledge and expertise. Furthermore, it aims at qualifying students to solve the problems that require making the right decision to achieve their goals by utilizing the basic skills of Arabic language in different linguistic situations effectively.

#### **BUS 204: Innovation and Entrepreneurship**

In this course, students explore the key theories and research on entrepreneurship and innovation, and then examine their application in the broader and contemporary context. This includes corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from entrepreneurship and

innovation. Readings, case studies, and discussions help organize the course material with clear and essential links between entrepreneurship and innovation. Finally, students will develop a comprehensive business plan.

### **CIS 101: Computer Applications**

This course offers students exposure to basic personal computer operation and commonly-used programs. Included is familiarization with and practical use of word processing, spreadsheet, database, presentation, database, network, and internet software.

### **CISA 101: Application of Information Technology**

This course is an introduction to computer sciences. It focuses on understanding how computers work and the relation between their operation and their hardware and software. This course illustrates how software is used in word processing, creating spreadsheets, and designing databases and presentations. The course starts by familiarizing students with the definition of a computer, outlining the most important hardware used for input, output, processing and storage and discussing the relation between IT and the community, the problems related to the use of computers, precautions observed when using them and the attention paid to information confidentiality and security. Besides, the course offers students exposure to the privacy concerns related to using the computer, viruses and relevant means of protection, security of software and data, and the ethics and morals of using the computer. Finally, the course presents the commonly-used programs and their application by featuring the most recent software.

### **ENG 101: English I**

This course is designed to instruct college Students in how to read academic texts with understanding and how to use them in a variety of Disciplines. The rhetoric chapters teach critical reading, paraphrasing, summarizing, quoting, writing process, synthesizing, analyzing, researching, and Developing arguments. The anthology balances journal articles with works by public intellectuals in the sciences, social sciences and humanities.

### **ENG 102: English II**

This course gives Students a basic introduction to fiction, literary non-fiction, poetry, and drama and helps develop them creative skills in each area. Each genre section is self-contained and includes complete works as examples along with helpful advice about how to draw on the variety of techniques they use. The style is informal, practical, and positive.

### **ENGA 101: English I**

This course is designed to develop oral and written communication skills. It assists students with building new skills and refining previous English skills. The course presents a variety of grammatical structures in a functional manner that would help promote the learner's communicative competence, improves fluency, and expands familiarity with common

vocabulary. It also provides learners with basic English skills such as listening, reading and writing while also encouraging speaking in the classroom context.

**ENGA 102 : English II Prerequisite: ENGA 101**

This course aims at developing the students' communication standard by building on the previously acquired skills in ENGA 101. The variety of the grammar elements presented through this course will enhance the students' written standard and push their communicative competence to a higher degree. Besides, this course helps students improve their listening skills and enrich their vocabulary, which gives them more self-confidence when trying to communicate in English. On another level, this course improves the students' reading skill through in-class and assigned readings to be done outside the classroom.

**ENV 201: Environmental Science**

This interdisciplinary approach to our world emphasizes the history of environmental concerns, species interaction (both with each other and their environment), air, water, soil and biological resources, population dynamics, toxicology, energy sources, waste management, renewable energy, hazardous chemicals and other related topics. Basic principles of science are incorporated throughout the course.

**ENVA 201: Introduction to Environmental Science**

This course addresses the concept of environment, the ecological system, the problem of resources exhaustion and maintenance, reasons for starvation catastrophes in the world, food production, environmental contamination, its reasons, components, distribution and the forms and risks of contamination. In addition, the course focuses on the significance and protection of wild and marine plantations and animals. Finally, the course sheds light on the importance of energy and metallic minerals in the ecological system as well as all forms of desertification.

**HUM 101: Critical Thinking**

This course explores the process of thinking critically and helps students think more clearly, insightfully, and effectively. Relevant examples drawn from student experiences and contemporary situations help students develop the abilities to solve problems, analyze issues, and make informed decisions in their academic, career, and personal lives. The course includes substantive readings, structured writing assignments, and ongoing discussions designed to help students develop language skills while fostering sophisticated thinking abilities.

**HUMA 101: Critical Thinking**

This course explores the process of thinking critically and helps students think more clearly, insightfully, and effectively. Relevant examples drawn from student experiences and contemporary situations help students develop the abilities to solve problems, analyze issues, and make informed decisions in their academic, career, and personal lives. The course includes substantive readings, structured writing assignments, and ongoing discussions

designed to help students develop language skills while fostering sophisticated thinking abilities.

### **ISLA 201: Islamic Studies**

This course discusses the linguistic and technical meanings of culture as well as the concept of Islamic culture and its relation to the comparative terms such as religion, science, thought and civilization. The course also discusses the relation between the Islamic culture and other cultures as well as the role of Islamic culture in realizing development. The course outlines the basic sources of Islamic culture (Quran and Prophetic Traditions) and its additional secondary sources (Prophet's Biography, Unanimous Agreement of Muslim Scholars, Analogy and Customary Traditions). The course sheds light on the peculiar features of the Islamic culture such as attitude, comprehensiveness, moderation and balance, humanitarianism and positive realism as well as its main fields (faith, acts of worship and morality). This course manifests the most important contemporary trends such as the various forms of cultural invasion (proselytism, orientalism and westernization) and the approach adopted by the Islamic culture towards secularism and globalization.

### **MGT 310: Innovation and Entrepreneurship**

In this course, students explore the key theories and research on entrepreneurship and innovation, and then examine their application in the broader and contemporary context. This includes corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from entrepreneurship and innovation. Readings, case studies, and discussions help organize the course material with clear and essential links between entrepreneurship and innovation. Finally, students will develop a comprehensive business plan.

### **MTH 101: College Mathematics**

This course provides a sound, intuitive understanding of the basic concepts students need as they Pursue careers in business, economics, plus life and social sciences. It includes a brief review of intermediate functions that, graphs, algebra, equations and inequalities, exponential and logarithmic functions, linear and non-linear systems, graphing of conic sections, along with single variable calculus, which includes: limits, continuity, derivatives, and applications of derivatives as well as indefinite and definite integrals and some applications.

### **MTHA 101: Principles of Mathematics**

This course familiarizes students with real figures, solution of simultaneous inequalities, algebra, linear factors and equations, their systems, graphs of equations and mathematical functions needed by students in their university study.

### **PSYA 101 : Introduction to Psychology**

This course includes a full explanation of the basic principles of psychology in terms of its origin, development and branches, and trying to apply those principles in daily and practical

life. This course introduces the student to the most important schools in the field of psychology with a focus on learning, motivation and perception. In addition to research on personality and memory, what is the nervous system, colorful intelligence, and what are mental illnesses and ways to treat them. It also adds important information about identifying the strengths and weaknesses of any personality, and what facts and capabilities a person has for the purpose of benefiting from them in knowing the points of imbalance and turning them into strengths.

### **REL 201: Islamic Studies**

The Islamic Studies course introduces Islam in a manner that the students can relate it to their life and the society at large. The pillars of Eeman and Islam are taught with a view to explain what Islam stands for as a code of life. The culture of Islam is explained in detail in a comparative way with the other cultures. The course begins with the basics of Islam. The main teachings of Islam are imparted with a modern outlook, relating it to the current world and its challenges. It shows the great role of Islamic civilization on humanity. The course is taught with a view to provide solutions to the existing problems in the light of Islam.

### **RELA 201: Islamic Studies in Arabic**

This course discusses the linguistic and technical meanings of culture as well as the concept of Islamic culture and its relation to the comparative terms such as religion, science, thought and civilization. The course also discusses the relation between the Islamic culture and other cultures as well as the role of Islamic culture in realizing development. The course outlines the basic sources of Islamic culture (Quran and Prophetic Traditions) and its additional secondary sources (Prophet's Biography, Unanimous Agreement of Muslim Scholars, Analogy and Customary Traditions). The course sheds light on the peculiar features of the Islamic culture such as attitude, comprehensiveness, moderation and balance, humanitarianism and positive realism as well as its main fields (faith, acts of worship and morality). This course manifests the most important contemporary trends such as the various forms of cultural invasion (proselytism, orientalism and westernization) and the approach adopted by the Islamic culture towards secularism and globalization.

### **RME 301: Research Methods**

The course is designed to introduce research process where students learn to understand the problems and formulate research questions and hypotheses. Students gain insight into choosing the right research design, construction of research instruments, sampling, both qualitative and quantitative data collection, data analysis and report presentation.

### **SCI 101: Science and Life**

This course covers a variety of issues such as the cell, nutrition, environment, contamination, extinction, energy and the development of science. These modules assist the students in increasing their knowledge base on the concept of science, human life and its contemporary

requirements including the environment, contamination and the optimal utilization of energy.

**SOC 101: Introduction to Sociology**

This course is an introduction to the study of people and interaction with each other, the environment, and various social groups. Students develop awareness of the relationship between individual beliefs, attitudes, and behaviors, plus the greater society and culture. They will also learn how to apply sociological concepts to current issues that affect individuals, modern society, and the international community.

**SOCA 101: Introduction to Sociology**

This course is an introduction to the study of people and interaction with each other, the environment, and various social groups. Students develop awareness of the relationship between individual beliefs, Attitudes, and Behaviors, plus the Greater society and culture. They will also learn how to apply sociological concepts to current issues that affect individuals, modern society, and the international community.

**SRMA 101: Research Methodology for Law**

This course addresses two main axes. The first axis covers a general definition of the methodologies of scientific research, stages and steps of preparing a research as well as the research policy. The students shall be familiarized with the means of using resources and references included in web pages.

The second axis more specifically teaches students the methods and resources of legal research and how they are used in writing research papers. It also sheds light on the formal and objective aspects of legal writing in a manner, which develops the students' skills in writing, analyzing and preparing future researches and studies. This course also includes an applied part as the students shall be commissioned to prepare a research on one of the legal issues under the supervision of a specialized professor in the field of the research. The supervisor shall discuss the students in their researches.

**SSS 101: Study Skills**

This course Equips Students with the study skills needed for success in undergraduate studies. Also It is useful for acquiring skills that can be used in personal lives as well as in the workplace. Several students learn techniques they can use in the areas of communication, research practices, teamwork, computer literacy, creativity, critical thinking, presentation skills, and overall literacy.

**SSSA 101: Study Skills**

The course introduces the development of the mental and behavioral aspect of personal aspects, and supports it with the necessary academic competencies of self-management and self-development skills. It also seeks to confirm and establish basic concepts in building and developing the owner of the student's personality, as well as acquiring knowledge and

excellence industry, planning for the future and managing time and making sure to present creative ideas and communication Successful and conflict management, and everything that leads to creativity studying and preparing for exams, the use of the library and writing scientific research.

### **STE 201 : Statistics**

This course is designed to understand common statistical computations and their practical uses in health care settings. Topics explored include the current health care industry, basic math and statistical computations, vital statistics and mortality rates, census and occupancy rates. The course includes theoretical and practical lectures to keep students engaged in the material, while ensuring a practical and discerning knowledge of key data and statistical concepts.

### **UAE 201: UAE Studies**

This course presents the foundations of United Arab Emirates society with special emphasis on the historical, social, economic, political, and cultural aspects.

### **UAEA 201 : UAE Studies in Arabic**

This course studies the humanitarian communities in general and pays a special attention to the general features and main components of the UAE community including UAE geographic location, population, demographic growth, gender and general composition of its people. The course also discusses the economic and geographical aspects of the population, family issues, family and tribal systems, and the nature of rule in the tribal community. The course addresses the nature of services provided to the community during the pre and post-oil stages and studies the role of cultural, educational, and media organizations as well as their services provided to the UAE community.



## **Bachelor of Business Administration**

### **Program Learning Outcomes**

Students after graduation students will be able to:

1. Apply appropriate business theories and practices to solve routine and unpredictable problems.
2. Adapt to professional and responsible roles, independently and collectively, to achieve intended outcomes.
3. Practice professional integrity and ethical standards in a socially responsible manner.
4. Communicate effectively, using a variety of tools and methods, as individuals and in teams in professional work-related contexts.

### **Program Goals**

The BBA program prepares its graduates to:

- Possess a solid background in business theory and practice.
- Succeed in entry-level business careers, progress in current positions, or pursue advanced learning.
- Develop the necessary skills to function effectively in a global economy.
- Communicate effectively in any setting.
- Make ethical and professional decisions, and practice social responsibility.
- Adopt information technology to develop business solutions.

Each specialization has 3 additional program learning outcomes, as follows:

#### **Finance and Accounting**

1. Express substantive knowledge in various accounting and finance concepts and theories.
2. Exhibit appropriate competencies and skills to practice various financial and accounting functions.
3. Develop advanced approaches, strategies and practices for improving the financial performance of an organization.

#### **Human Resource Management**

1. Demonstrate an understanding of strategic human resource management function to manage a dynamic workforce.
2. Analyze human resources management policies and practices related to labor, employment, safety, health legislation, and other related regulations.

3. Apply advanced practices to achieve global competitive advantage.

### **Marketing**

1. Demonstrate an understanding of marketing concepts to manage customers and marketing activities, across dynamic global contexts.
2. Develop marketing strategies for generating new markets and new business.
3. Relate to the contemporary practices of marketing, by implementing responsibly, individually or in teams.

### **Management Information System**

1. Design software systems to meet contemporary business needs.
2. Apply MIS skills to solve business problems related to their field of work.
3. Evaluate the effective solutions for real world problems.

### **Hospitality and Tourism Management**

Students after graduation students will be able to:

1. Exhibit responsibility and autonomy in managing events.
2. Create hospitality and tourism related programs individually and in collaboration with qualified practitioners.
3. Solve scientific solutions to enterprise challenges

### **Study Plan General Information**

- Students must complete Islamic Studies and UAE Studies either in Arabic or English.
- Students must select specialization courses from their program major.
- The Internship is after year three. Students must successfully complete 90 credit hours to qualify for the Internship.
- The capstone course in all specializations is required for graduation.
- Students can finish the BBA program in less time by completing summer courses.

### **Degree Requirements**

<b>Degree Requirements – BBA Finance and Accounting</b>		
<b>Component</b>	<b>Courses</b>	<b>Credit Hours</b>
General Education	11	33
Core Courses	17	51
Specialization	11	33
Elective	1	3

**Degree Requirements – BBA Finance and Accounting**

<b>Component</b>	<b>Courses</b>	<b>Credit Hours</b>
Total Required	40	120

Degree Requirements – BBA- Human Resource Management

<b>Component</b>	<b>Courses</b>	<b>Credit</b>
General Education	11	33
Core Courses	17	51
Specialization	11	33
Elective	1	3
Total Required	40	120

Degree Requirements – BBA- Marketing

<b>Component</b>	<b>Courses</b>	<b>Credit</b>
General Education	11	33
Core Courses	17	51
Specialization	9	27
Elective Courses	3	9
Total Required	40	120

Degree Requirements – BBA- Management Information Systems

<b>Component</b>	<b>Courses</b>	<b>Credit</b>
General Education	11	33
Core Courses	17	51
Specialization	11	33
Elective	1	3
Total Required	40	120

Degree Requirements – BBA- Hospitality and Tourism Management

<b>Component</b>	<b>Courses</b>	<b>Credit</b>
General Education	11	33
Core Courses	17	51
Specialization	11	33

**Degree Requirements – BBA Finance and Accounting**

<b>Component</b>	<b>Courses</b>	<b>Credit Hours</b>
Elective	1	3
Total Required	40	120

**General Education Courses**

Sr.	Course Number		Course Name	Credit Hours
1	CIS	101	Computer Fundamentals	3
2	ENG	101	English I	3
3	ENG	102	English II	3
4	ENV	201	Environmental Science	3
5	HUM	101	Critical Thinking	3
6	MTH	101	College Mathematics	3
7	REL	201	Islamic Studies	3
	RELA	201	Islamic Studies in Arabic	
8	SOC	101	Introduction to Sociology	3
9	SSS	101	Study Skills	3
10	UAE	201	UAE Studies	3
	UAEA	201	UAE Studies in Arabic	
11	BUS	204	Innovation and Entrepreneurship	3
<b>Total</b>				<b>33</b>

## Study Plans

### BBA – Finance and Accounting

#### STUDY PLAN REPORT

**Program Name:** Bachelor of Business Administration

**Program Major:** Finance and Accounting

Course Number	Course Name	Credit Hour	Prerequisite
<b>Semester1</b>			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
<b>Semester2</b>			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
<b>Semester3</b>			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	
BUS 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201

Semester4			
ECO 202	Macroeconomics	3	
FIN 301	Financial Management	3	ACC 101
MKT 302	Principles of Marketing	3	ECO 201
UAE 201	UAE Studies (in English)	3	
ENV 201	Environmental Science	3	
UAE/A 201	UAE Studies	3	
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
Semester6			
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
ACC 301	Cost Accounting	3	ACC 202
FIN 302	Financial Institutions	3	FIN 301
MGT 305	Investment Management	3	FIN 301,BUS 102
Semester7			
ACC 302	Intermediate Accounting	3	ACC 202
FIN 306	Business Finance (Elective)	3	FIN 301
ACC 303	Accounting Information Systems	3	ACC 101
ACC 304	International Accounting	3	ACC 202
FIN 402	Corporate Finance	3	FIN 301
Semester8			
ACC 402	Governmental Accounting (Elective)	3	ACC 302
ACC 403	Auditing	3	ACC 302
FIN 404	Banking Operations	3	FIN 301
FIN 495	Internship (Finance and Accounting)	3	
FIN 499	Financial Statement Analysis (Capstone)	3	FIN 301,BUS 301,ACC 302

## BBA – Human Resource Management

### STUDY PLAN REPORT

**Program Name:** Bachelor of Business Administration

**Program Major:** Human Resource Management

Course Number	Course Name	Credit Hour	Prerequisite
<b>Semester1</b>			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
<b>Semester2</b>			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
<b>Semester3</b>			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	
BUS 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	

Semester4			
ECO 202	Macroeconomics	3	
FIN 301	Financial Management	3	ACC 101
UAE 201	UAE Studies (in English)	3	
HRM 201	Human Resource Management	3	BUS 101
ENV 201	Environmental Science	3	
UAE/A 201	UAE Studies	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
Semester6			
MKT 302	Principles of Marketing	3	ECO 201
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
HRM 301	Staffing Organizations	3	HRM 201
HRM 302	Employee Training and Development	3	HRM 201
Semester7			
HRM 303	Career Management (Elective)	3	HRM 201
HRM 350	Performance Management and Total Rewards	3	HRM 201
HRM 351	Occupational Safety and Health	3	HRM 201
HRM 352	Quality of Work Life (Elective)	3	HRM 201
HRM 402	Employment Law: Theory and Regulations	3	HRM 201,BUS 302
HRM 403	Global Workforce Management	3	HRM 201,MGT 304
Semester8			
HRM 404	Applying Employment Law in the Workplace	3	HRM 402
HRM 410	Leadership and Organization Development	3	HRM 350
HRM 411	Special Topics in HRM I (Elective)	3	HRM 302
HRM 495	Internship (HRM)	3	
HRM 499	Strategic HRM (Capstone)	3	HRM 301,HRM 302,HRM 350,HRM 351



## BBA – Marketing

### STUDY PLAN REPORT

**Program Name:** Bachelor of Business Administration

**Program Major:** Marketing

<b>Course Number</b>	<b>Course Name</b>	<b>Credit Hour</b>	<b>Prerequisite</b>
<b>Semester1</b>			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
<b>Semester2</b>			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
<b>Semester3</b>			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	
BUS 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	

Semester4			
ECO 202	Macroeconomics	3	
FIN 301	Financial Management	3	ACC 101
MKT 302	Principles of Marketing	3	ECO 201
UAE 201	UAE Studies (in English)	3	
ENV 201	Environmental Science	3	
UAE/A 201	UAE Studies	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
Semester6			
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
MKT 303	Consumer Behavior	3	MKT 302
MKT 304	Supply Chain Management	3	MKT 302
MKT 306	Retail Management (Elective)	3	MKT 302
MKT 307	Sales Management (Elective)	3	MKT 302
Semester7			
MKT 305	Integrated Marketing Communication	3	MKT 302
MKT 308	Business-to-Business Marketing (Elective)	3	MKT 302
MKT 309	Marketing Research	3	MKT 302
MKT 310	Marketing Strategy (Elective)	3	MKT 302
Semester8			
MKT 402	Brand Marketing	3	MKT 302
MKT 403	Services Marketing	3	MKT 302
MKT 404	International Marketing	3	MKT 302
MKT 495	Internship (Marketing)	3	MKT 302
MKT 499	Marketing Management (Capstone)	3	MKT 302

## BBA – Management Information System

### STUDY PLAN REPORT

**Program Name:** Bachelor of Business Administration

**Program Major:** Management Information Systems

Course Number	Course Name	Credit Hour	Prerequisite
<b>Semester1</b>			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
<b>Semester2</b>			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
<b>Semester3</b>			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	
BUS 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	

Semester4			
ECO 202	Macroeconomics	3	
FIN 301	Financial Management	3	ACC 101
MKT 302	Principles of Marketing	3	ECO 201
UAE 201	UAE Studies (in English)	3	
ENV 201	Environmental Science	3	
UAE/A 201	UAE Studies	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
Semester6			
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
MIS 201	Discrete Mathematics	3	MTH 101
MIS 301	Foundations of Databases	3	CIS 101,MGT 303
MIS 302	Foundations of Programming	3	MIS 201
Semester7			
MIS 303	Data Communication for Business	3	MGT 303
MIS 304	Advanced Database Systems	3	MIS 301
MIS 305	Advanced Programming	3	MIS 302
MIS 306	Structured System Analysis and Design	3	MIS 301
MIS 401	Information Systems Project Management	3	MIS 301,MIS 302
Semester8			
MIS 402	Innovation and Emerging Technologies	3	MIS 304
MIS 403	Web Programming for Business (Elective)	3	MIS 304
MIS 404	Information Resource Management (Elective)	3	MIS 304
MIS 406	E-Business (Elective)	3	MIS 304
MIS 407	Object-Oriented System Analysis and Design (Elective)	3	MIS 305
MIS 495	Internship (MIS)	3	MIS 304,MIS 305
MIS 499	Management Information Systems Capstone	3	MIS 304,MIS 305

## BBA - Hospitality and Tourism Management

### STUDY PLAN REPORT

**Program Name:** Bachelor of Business Administration

**Program Major:** Hospitality and Tourism Management

Course Number	Course Name	Credit Hour	Prerequisite
<b>Semester1</b>			
BUS 101	Introduction to Business	3	
ENG 101	English I	3	
MTH 101	College Mathematics	3	
SOC 101	Introduction to Sociology	3	
SSS 101	Study Skills	3	
<b>Semester2</b>			
ACC 101	Accounting I	3	
BUS 102	Business Statistics	3	MTH 101
CIS 101	Computer Fundamentals	3	
ENG 102	English II	3	ENG 101
HUM 101	Critical Thinking	3	
<b>Semester3</b>			
ACC 202	Managerial Accounting	3	ACC 101
BUS 201	Business Communication	3	
BUS 202	Business Ethics	3	
ECO 201	Microeconomics	3	
RELA 201	Islamic Studies	3	
REL 201	Islamic Studies (in English)	3	

Semester4			
ECO 202	Macroeconomics	3	
FIN 301	Financial Management	3	ACC 101
UAE 201	UAE Studies (in English)	3	
UAE/A 201	UAE Studies	3	
HTM 201	Introduction to the Hospitality and Tourism Industry	3	
BUS 204	Innovation and Entrepreneurship	3	BUS 101,ECO 201
Semester5			
BUS 301	Business Research Methods	3	CIS 101,BUS 102
BUS 302	Business Law	3	ECO 201
MGT 302	Management and Organizational Behavior	3	ECO 201
MGT 303	Management Information Systems	3	CIS 101,ECO 201
MGT 304	International Management	3	ECO 201
ENV 201	Environmental Science	3	
Semester6			
MKT 302	Principles of Marketing	3	ECO 201
BUS 401	Business Policy and Strategy	3	
MGT 402	Operations Management	3	BUS 102
HTM 301	Introduction to Food Production	3	HTM 201
HTM 302	Financial Accounting for the Hospitality Industry (Elective)	3	ACC 202
Semester7			
HTM 303	Hospitality Facilities Management (Elective)	3	MGT 402
HTM 310	Tourism Management and Development	3	HTM 201
HTM 351	Introduction to Event Management	3	MGT 302
HTM 311	Food and Beverage Management (Elective)	3	
HTM 353	Meeting and Event Management	3	MGT 302
HTM 401	Lodging Management (Elective)	3	MGT 302
HTM 410	Tour Guide Principles	3	HTM 310
Semester8			
HTM 350	Hospitality and Tourism Law and Ethics	3	BUS 302
HTM 352	Hospitality Human Resource Management	3	HTM 201
HTM 354	Hospitality and Tourism Marketing	3	HTM 310
HTM 495	Internship (HTM)	3	
HTM 499	Strategic Management for HTM	3	HTM 310,HTM 350,HTM 352

## Course Descriptions

### BBA Core Courses

#### **Accounting 1 • ACC 101**

**Prerequisite: None**

The significance of accounting and the challenges it presents. Extensive coverage and review of major concepts followed by practical exercises.

#### **Managerial Accounting • ACC 202**

**Prerequisite: ACC 101**

The course will provide a study of the role of the management accountant in the preparation, analysis, and interpretation of accounting and financial data for business management purposes.

#### **Introduction to Business • BUS 101**

**Prerequisite: None**

This course provides first-year students with an understanding of business systems and guides them to the field of business organizations. It intends to familiarize students with the basic concepts of business and introduce them to the terms used in business processes, operations, and organizations. The course emphasizes the importance of today's dynamic business environment, globalization, social responsibility, and forms of ownership, human dimension, essentials of marketing and financial management.

#### **Business Statistics • BUS 102**

**Prerequisite: MTH 101**

This course introduces students to statistical analysis and how it relates to business decision making. Students will learn how to apply statistical tools for the collection, presentation, description, analysis and interpretation of data in business contexts. Topics covered include variables, levels of measurements, basic survey design, descriptive measures, probability analysis, sampling and hypothesis testing, correlation, regression analysis, and time-series forecasting. The course includes theoretical and practical lectures.

#### **Business Communication • BUS 201**

**Prerequisite: None**

The primary forms of communication used in business organizations today. A variety of strategies along with some of the technologies, which support effective business communication.

#### **Business Ethics • BUS 202**

**Prerequisite: None**

Traditional ethical theories and how they apply to business. The course provides an understanding of how ethical issues in business arise and some strategies to control or resolve them.

**Business Research Methods • BUS 301 Prerequisite: CIS 101, BUS 102**

The course is designed to introduce the business research process where students learn to understand the managerial problems and formulate research questions and hypotheses. Students gain insight into choosing the right research design, construction of research instruments, sampling, both qualitative and quantitative data collection, data analysis and report presentation.

**Business Law • BUS 302**

**Prerequisite: ECO 201**

This course introduces the legal framework of business and application of laws in business world. Emphasis is placed on contracts, negotiable instruments, and how court systems operate. Students learn ways to apply ethical issues and laws covered to selected business decision-making situations.

**Business Policy and Strategy • BUS 401**

**Prerequisite: None**

The course offers the most recent theories and current practices in strategic management. The development and implementation of corporate strategies as well as functional strategies in various areas of business activity such as finance, sourcing, production, human resource management, marketing, and international business.

**Microeconomics • ECO 201**

**Prerequisite: None**

An introduction to the analysis of the principles and problems at the microeconomic level. This course elaborates on the theories of demand and supply along with the various types of elasticity. It discusses the costs of production and the profit maximization for an individual firm under varying degrees of competition, pricing, and the deployment of resources.

**Macroeconomics • ECO 202**

**Prerequisite: None**

Students will gain an understanding of the analysis of principles and problems at the macroeconomic level. The course examines the public and private sectors, national income, unemployment, inflation, income distribution, and fiscal and monetary policies as they relate to the economy.

**Financial Management • FIN 301**

**Prerequisite: ACC 101**

The course gives an understanding and perspective on the financial management functions in an organization. It provides the ability to use tools like financial statement analysis, financial planning and working capital management. It enhances long-term investment decisions through the use of valuation principles and equips students with the ability and confidence to tackle common financial problems in practice.



**Principles of Marketing • MKT 302****Prerequisite: ECO 201**

This course describes the relationship between the firm and its customers, market opportunities and customer value. It analyzes the marketing environment and ways to manage marketing information. It helps the students to explain product, product life cycle, and customer-driven marketing strategy, product decisions, pricing strategies, distribution channels and promotion mix.

**Management and Organizational Behavior • MGT 302**      **Prerequisite: ECO 201**

This course provides an overview of the major functions of management like planning, organizing, staffing, leading, and controlling. It also provides a balanced coverage of all the key elements comprising the discipline of Organizational Behavior in a style that students will find both informative and interesting. Students will learn about the relation between structure and culture; leadership, motivation, teamwork, and communication.

**Management Information Systems • MGT 303****Prerequisite: CIS 101, ECO 201**

The course provides an overview of Management Information Systems (MIS) in business. It provides students with the concepts and importance of MIS in creating and managing successful, competitive firms in today's environment. In addition, this course explains the key concepts related to software, database systems, and systems development and e-Business systems and discusses business problems using information systems and information technology, along with enterprise business systems. Finally, this course compares how organizations, management, and technology are brought together to form networked enterprises and decision support systems.

**International Management • MGT 304****Prerequisite: ECO 201**

The activities of globalizing companies, including resource development, overseas operations and management, international management styles, and global strategies. There is strong emphasis on theoretical analysis, with particular focus given to in-depth case study analyses of international strategies.

**Operations Management • MGT 402****Prerequisite: BUS 102**

This course introduces students to the dynamic field of Operations Management: converting inputs into outputs through established processes. This course focuses on the strategic decisions that operations managers have to make along with concepts of distribution, project management, quality assurance, and lean manufacturing. Students engage in several practical exercises to enhance skills related to operational planning and execution.

## Specialization Courses

### Finance and Accounting

#### **Cost Accounting • ACC 301**

**Prerequisite: ACC 202**

This course will cover the procedures and principles of cost accounting with emphasis on gathering and reporting cost accounting information for purposes of accurate financial reporting. Students will analyze cost accounting information to aid in managerial decision-making.

#### **Intermediate Accounting • ACC 302**

**Prerequisite: ACC 202**

One of the goals of the intermediate accounting course is to orient students to the application of accounting principles and techniques in practice. It provides coverage of the principles and structure of financial accounting statements and financial disclosures. Topics include cash, receivables, inventory, property, depreciation, intangible assets, and long-term liabilities.

#### **Accounting Information Systems • ACC 303**

**Prerequisite: ACC 101**

Many traditional accounting functions are now embodied in systems that require a different combination of technical and financial knowledge. The AIS course is designed to provide this combination of knowledge and skill sets to meet the new challenges and opportunities of the information technology world. This course explains the application of computer technology in the design, implementation and operation of accounting tools, the actual processing of accounting transactions, and the application of these systems to the accounting cycle.

#### **International Accounting • ACC 304**

**Prerequisite: ACC 202**

This course discusses the international dimensions of accounting vital for anyone doing business or investing internationally. Topics such as comparative accounting, foreign currency translation, accounting for inflation, and international financial reporting standards are discussed.

#### **Governmental Accounting • ACC 402 (Elective)**

**Prerequisite: ACC 302**

The goal of this course is to provide a broad range of information about governmental accounting and financial reporting that is used. The course deals with fund accounting which is the basic model used for internal accounting and for part of the external reporting for governments.

#### **Auditing • ACC 403**

**Prerequisite: ACC 302**

This course presents auditing concepts and procedures. It provides students with a clear perspective of the current auditing environment and discusses the challenges inherent in the auditing practice, and how the auditor can live up to the expectations of the profession.

**Financial Institutions • FIN 302****Prerequisite: FIN 301**

This course will examine the theory of financial intermediation in the context of banks, savings and loans, public and private insurance companies, and investment banking.

**Business Finance • FIN 306 (Elective)****Prerequisite: FIN 301**

This course provides an overview of the business finance field, financial environment, analysis of financial statements and financial planning. Time value of money concepts and calculations would be used to value financial instruments like bonds and stocks. Capital appraisal techniques would be applied to make long-term investment decisions.

**Corporate Finance • FIN 402****Prerequisite: FIN 301**

This course will offer students the opportunity to analyze the financing decisions of a firm. Students will explore the process of issuing securities and evaluate various payout and debt policies. They will also examine the internal and external sources for long-term funding.

**Banking Operations • FIN 404****Prerequisite: FIN 301**

This course explores a multitude of aspects in banking operations and includes detailed coverage of organizations, structures, transactions, funds management, banking services, and loan processes.

**Investment Management • MGT 305      Prerequisite: FIN 301, BUS 102**

The course will emphasize risks, returns, and the investment process. Students will evaluate alternative investment instruments, investment environments, introduction to analysis and valuation techniques, and an introduction to portfolio management.

**Internship • FIN 495**

This course offers students the chance to gain first-hand experience in an actual workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.

**Financial Statement Analysis ( Capstone ) • FIN 499****Prerequisite: FIN 301, BUS 301, ACC 302**

This is a capstone course. It will provide students with a fundamental understanding of how to interpret accounting data presented in financial statements. It will demonstrate popular tools and techniques in analyzing and interpreting financial statements. Moreover, basic concepts and conventions on the construction of financial statements will be briefly viewed. Students are expected to complete a capstone paper that covers most accounting and finance concepts.

## Human Resource Management

### **Human Resource Management • HRM 201**

**Prerequisite: BUS 101**

This course focuses on the structures and processes of human resource management from the point of views of employers, employees, government, and other stakeholders. It adopts a strategic approach to HRM and provides the learners with the basic concepts and framework for understanding organization functions, process and strategies. A strong emphasis will be laid upon contemporary issues of HRM and their impact on the functioning of modern organizations in the global context.

### **Staffing Organizations • HRM 301**

**Prerequisite: HRM 201**

This course provides an understanding of comprehensive staffing models focuses on learning, staffing policies and programs involving core and support staffing activities. It deals with recruitments, selection and employment decision making along with legal compliance planning, and job analysis, enabling students to understand and practice effective staffing system and retention management system.

### **Employee Training and Development • HRM 302**

**Prerequisite: HRM 201**

This course focuses on proving an insight to students on fundamentals of training and employee development. It focuses on designing training, including needs assessment, training methods and special issues in training and employee development. It also focuses on career and career management by highlighting the future of training and development.

### **Career Management • HRM 303 (Elective) Prerequisite: HRM 201**

This course focuses on the essential views of careers and career development. The model of career management presents the active problem-solving approach to work life and how people can collect information, gain insights into themselves and their environment. It enables them to develop appropriate goals and strategies to obtain useful feedback regarding their efforts. The career path is explained by understanding the relationship between job analysis and description which helps in averting career plateauing and obsolescence. Topics in this course include career context and stages, models, applications, occupations, job analysis and description, job stress, and career strategic planning.

### **Employment Law: Theory and Regulations • HRM 402**

**Prerequisite: HRM 201, BUS 302**

This course focuses on the laws that govern the employer-employee relationship in the workplace. Students will learn how the status of an employer or employee influences the rights and obligations of each other. Students will also analyze law, legislation, and legal systems that have evolved to combat social injustice in the workplace.

### **Performance Management and Total Rewards • HRM 350**

#### **Prerequisite: HRM 201**

This course introduces a comprehensive approach to performance management and total rewards. Students learn performance management process step-by-step including the design, development, and implementing the process and linking it to total rewards and benefits. It includes the understanding of performance systems in UAE while focusing on the retirement and health plans.

### **Occupational Safety and Health • HRM 351      Prerequisite: HRM 201**

This course provides practical information regarding technology, management, and regulatory compliance issues, covering crucial topics like organizing, staffing, directing, and evaluating occupational safety programs and procedures. Students will learn how to comply with safety-related laws, according to the UAE Civil Defense policies and procedures. Finally, students learn the risk factors that contribute to workplace violence, hazardous materials, construction, and transportation safety.

### **Quality of Work Life • HRM 352 (Elective)      Prerequisite: HRM 201**

This course focuses on the factors of work environment that are important to businesses. The expectation of management for high quality and productivity is directly related to work environment which is one of the dimensions of work life quality that affects the quality of human capital. This course emphasizes on the overall wellbeing of employees for holistic wellbeing of society and profitable business endeavors.

### **Global Workforce Management • HRM 403**

#### **Prerequisite: HRM 201, MGT 304**

This course provides the concepts, tools, and techniques that are needed to effectively manage an internationally diverse workforce. It emphasizes on cross-cultural management, examining human behavior within the organizations from a global perspective. It describes, compares and analyzes HRM systems in various countries and focuses on the major HRM functions within the context of a global environment. The course provides an insight into HRM practices and challenges of cultural diversity in a global context.

### **Applying Employment Law in the Workplace • HRM 404**

#### **Prerequisite: HRM 402**

This course focuses on the laws that govern the relationship between employers and employees in the UAE. Students will be introduced to employment and labor laws in the UAE. Students will also develop the skills to analyze law and legal systems in the workplace. It deals with updated laws and regulations in workplace with changing dimensions of workforce.

### **Leadership and Organization Development • HRM 410**

#### **Prerequisite: HRM 350**

This course focuses on leadership approaches to the change process and different perspectives of organization development to enhance managerial effectiveness in formal organizations. It enables students to understand different leadership styles and learn a variety of organization development (OD) interventions for the development of effective leadership roles in a changing business environment.

### **Special Topics in Human Resource Management I • HRM 411 (Elective)**

#### **Prerequisite: HRM 302**

This course includes special topics in current developments within the field of human resource management, namely assessing and managing conflict, and negotiation. Students will explore assessing and managing conflict in the workplace. This course will also cover various methods for handling conflict and consider how students might apply them to both hypothetical and real-life conflicts.

### **Internship • HRM 495**

This course offers students the chance to gain first-hand experience in an actual Human Resource Management workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between the routines of college life and life in the working world.

### **Strategic Human Resource Management • HRM 499**

#### **Prerequisite: HRM 301,HRM 302,HRM 350,HRM 351**

This course being a capstone course is a comprehensive course for BBA-HRM. It provides students with a revision of knowledge and skill that they acquired during their study in the major. It enhances the application and decision making abilities of topics and issues that they mastered in their prerequisites. This course is a summation of the knowledge, skills and abilities of the HRM specialization, which prepares and transforms the students into successful managers. Students will explore concepts, approaches, tools, models, and techniques used to develop effective strategic plans, analyze situations and use effective decision-making competencies.

## **Marketing**

### **Consumer Behavior • MKT 303**

#### **Prerequisite: MKT 302**

Students in this course look at the consumer functions of decision-making, attitude formation and change, cognition, perception, and learning. The marketing concepts of product positioning, segmentation, brand loyalty, shopping preference and diffusion of innovations

are considered in context with the environmental, ethical, multicultural and social influences on an increasingly diverse global consumer.

**Supply Chain Management • MKT 304 Prerequisite: MKT 302**

The goal of this course is not only to cover high-level supply chain strategy and concepts, but also to give students a solid understanding of the analytical tools necessary to solve supply chain problems. It also develops an understanding of key areas and their interrelationships, namely the strategic role of the supply chain, key strategic drivers of supply chain performance, and methodologies used to analyze supply chains.

**Integrated Marketing Communication • MKT 305 Prerequisite: MKT 302**

This course aims to equip students to understand the important tools of the promotional mix such as advertising, direct marketing, sales promotion, publicity and public relations, personal selling, and interactive internet marketing. It also helps them see why organizations try to position their brand firmly in the minds of the target market to achieve desired results.

**Retail Management • MKT 306 (Elective) Prerequisite: MKT 302**

In this era of multi-product super markets, learning the principles of retailing and effectively utilizing them has become imperative. The spirit behind the course is to make the student understand this important element in the overall marketing mix of mass distributed products. Again this course will highlight the importance of administration and strategic planning in both large and small retail firms. It concentrates on the management of retail functions to include stock planning, inventory control, markup and pricing, retail accounting, merchandising, retail promotion, human resources management, store location, design and layout, legal and ethical issues, and the use of information systems.

**Sales Management • MKT 307 (Elective) Prerequisite: MKT 302**

This course examines the elements of an effective sales force as a key component of an organization's total marketing effort. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), and issues in recruiting, selecting, and training, motivating, compensating and retaining the best sales people.

**Business-to-Business Marketing • MKT 308 (Elective) Prerequisite: MKT 302**

An overview of business-to-business marketing with emphasis on marketplace dynamics. Students explore concepts and issues that are common in the present-day marketing environment. Topics include organizational buying behavior, legal and regulatory concerns, target markets, positioning, branding, supply chains, communication, and ethics.

**Marketing Research • MKT 309****Prerequisite: MKT 302**

The primary objective of this course is to provide students with tools to undertake and critically evaluate marketing research projects. Students use a hands-on approach to explore both qualitative and quantitative marketing-research tools, and evaluate the results obtained.

**Marketing Strategy • MKT 310 (Elective)****Prerequisite: MKT 302**

This course aims to teach students how to design a marketing strategy by understanding the nature and structure of the market, analyzing the internal and external environmental factors and by applying SWOT analysis. This course also focuses on the importance of marketing mixes, the product life cycle, and its role in formulating and designing an accurate marketing strategy.

**Brand Marketing • MKT 402****Prerequisite: MKT 302**

Students learn how marketing professionals use brand names, identities, and recognition to result in sales. The course includes historical and regional examples of brand marketing.

**Services Marketing • MKT 403****Prerequisite: MKT 302**

Unique challenges are associated with marketing services to develop management-level skills for marketing a service business including marketing research applications, marketing planning and customer satisfaction. Service industries contribute to the GDPs of many countries and provide career opportunities for people around the world. This course enables students to understand how marketing services is different from marketing goods. It helps them make decisions about positioning, distribution, pricing, and promoting different services with the help of the marketing mix in a growing competitive service industry. It covers service organizations like banking, transportation, airlines, hotels, insurance, and other government and non-government service organizations.

**International Marketing • MKT 404****Prerequisite: MKT 302**

This course dwells on the applications of marketing theory in the field of international market context. The emergence of global markets requires students to understand factors influencing marketing strategies in global markets. This course aims at empowering students to understand and analyze international marketing contexts in a rational manner and help them make decisions to tap into international market opportunities

**Internship • MKT 495****Prerequisite: MKT 302**

This course offers students the chance to gain first-hand experience in an actual workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.



### **Marketing Management (Capstone) • MKT 499 Prerequisite: MKT 302**

This is a capstone course. Students will use a practical, systematic approach to developing a sound marketing plan as they consider the business mission, situation analysis, strategy formulation, the development and implementation of product, pricing, communication, and distribution policies. At the end of this course, students are expected to prepare a research project applying scientific research methodology.

### **Management Information System**

#### **Discrete Mathematics • MIS 201**

**Prerequisite: MTH 101**

This course introduces the foundations of discrete mathematics as they apply to computer science, focusing on providing a solid theoretical foundation for further work. Topics include functions, relations, sets, simple proof techniques, Boolean algebra, propositional logic, digital logic, elementary number theory, and the fundamentals of counting.

#### **Foundations of Databases • MIS 301 Prerequisite: CIS 101, MGT 303**

This course provides an understanding of the functionality of databases and their role in modern business environments. It covers the fundamentals of database architecture, database systems, principles and methodologies of database design, and techniques for database application development. The course also develops an understanding of the processes used to normalize relational databases and the role of the Structured Query Language (SQL) standards in the current and future development of DBMS. Fundamental knowledge of these concepts equips students to effectively deploy a commercial database management system in response to the needs of a business organization.

#### **Foundations of Programming • MIS 302**

**Prerequisite: MIS 201**

This course covers the fundamental concepts of procedural programming using C++ programming language. Topics include data types, control structures, functions, arrays, files, and the mechanics of running, testing, and debugging. The course also offers an introduction to the historical and social context of computing and a snapshot of computer science as a discipline. The course assumes students have no programming background and provides an overview of the program development process in addition to introducing important programming constructs and methodologies.

#### **Data Communication for Business • MIS 303 Prerequisite: MGT 303**

This course provides in-depth knowledge of data communication and networking by discussing both theoretical concepts and practical applications. It introduces students to the concepts and terminology of data communications and networking. It includes topics on communication models, network protocols, standards, local area networks (LANs), wide area

networks (WANs), the transport communication protocol/Internet protocol (TCP/IP), Internet, intranet, and networking applications. Emphasis is on the analysis and design of networking applications in business.

**Advanced Database Systems • MIS 304**

**Prerequisite: MIS 301**

This is an advanced course in database management systems emphasizing both the theoretical knowledge and practical skills of database design, database languages, and database implementation. The purpose of this course is to deepen and expand the concepts presented in the Fundamentals of Databases course. In particular, the course focuses on data modeling tools and techniques, advanced database design, complex uses of Structured Query Language (SQL), and database administration. Topics include modern database systems, including object-oriented databases, XML databases, distributed databases, and on-line analytical processing.

**Advanced Programming • MIS 305**

**Prerequisite: MIS 302**

This course covers the Fundamental concepts of object-oriented (OO) programming using the Java language and Emphasizes basic programming skills using hands-on Practices for developing business applications. Contents include Java applications, data types, variables, overloading methods, constructors, access control, inheritance, polymorphism, exception handling, use of try-and-catch, multithreaded programming, thread model, Java library, and exploring Java input-output streams.

**Structured System Analysis and Design • MIS 306 Prerequisite: MIS 301**

This course introduces information system concepts and the system development process. It emphasizes the development phase of analysis, the application of structured methods, and the use of tools. Analysis, modeling, and design provide an understanding and application of system analysis and design processes. Coverage includes structured systems analysis and design methodologies, functional decomposition, data flow diagram (DFD) approaches, and information modeling. Rapid application development (RAD), prototyping, and visual development tools are also introduced.

**Information Systems Project Management • MIS 401**

**Prerequisite: MIS 301, MIS 302**

Project management skills are essential for Management Information Systems (MIS) practitioners who want to be leaders. This is a comprehensive course in project management for anyone who is serious about planning and managing successful MIS projects. This course combines the knowledge, tools and techniques common to managing successful projects in any field with insight into the special challenges of managing projects in the MIS field. General project management subjects covered include a framework for project management, as well as the key project management knowledge areas: integration, scope, time, cost, quality,

human resources, communication, risk, and procurement. The subject provides an overview of the activities involved in an MIS project.

### **Innovation and Emerging Technologies • MIS 402**

#### **Prerequisite: MIS 304**

This course explores the impact of emerging, interactive technologies on business and society from social, technical, legal, creative, and entrepreneurial perspectives. The purpose of this course is to enable students to investigate the technologies, methods, and practices of using new innovations for the enterprise. The course introduces students to new technologies and examines how these powerful systems are fundamentally reshaping modern enterprises along with our society. It also provides an overview of the myriad of issues surrounding the introduction of new mobile, collaborative, social networking technologies, and their assimilation into society and commerce.

### **Web Programming for Business • MIS 403 (Elective) Prerequisite: MIS 304**

The Web is currently one of the most popular and useful applications built on top of the Internet using Internet technologies. This course stresses development strategies for managing the rapidly changing information of corporations and organizations for just-in-time distribution. This course gives an overview of technical aspects of Web Programming. Students will receive a background on the current basic concepts needed for building a website using CSS concepts. Students will learn how to integrate HTML elements to develop Web applications. Students will also explore how to implement navigation techniques and use images, audio files and video files. Student will evaluate web application development tools to develop web applications.

### **Information Resource Management • MIS 404 (Elective) Prerequisite: MIS 304**

This course introduces key concepts related to information and cybersecurity assets. The course focuses on information risks, security frameworks & controls, and relevant legal, ethical, and professional issues. It discusses security-related activities, such as inspection and protection of information assets, detection of and reaction to threats, and examines pre- and post-incident procedures. Students will design and implement an information and cybersecurity plan to protect an organization's information.

### **E-Business • MIS 406 (Elective) Prerequisite: MIS 304**

This course is designed to introduce some emerging concepts and Practices in the field of on-line commerce via the Internet are shaping Which Behaviors both consumer and business systems. Theories and applications of Electronic Commerce, e-Cash, e-Banking, e-Tailing, supply chain management, business models, e-Marketing, Internet business opportunities, network security, Internet database interface and cooperative computing will be covered. Essential global issues related to e-Business will be covered such as mobile commerce.

### **Object-Oriented System Analysis and Design • MIS 407 (Elective)**

#### **Prerequisite: MIS 305**

Object-Oriented (OO) is one of the most successful paradigms for the design and implementation of information systems. This course introduces and clarifies the fundamental ideas in and basic concepts associated with OO. This subject describes in detail the processes and related workflow, as well as the people and artifacts involved in the analysis and design of an MIS. Domain modeling and analysis modeling are discussed in conjunction with the OO paradigm and the industry-standard Unified Modeling Language (UML).

### **Internship • MIS 495 Prerequisite: MIS 304, MIS 305**

This course offers students the chance to gain first-hand experience in an actual workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.

### **Management Information Systems (Capstone) • MIS 499**

#### **Prerequisite: MIS 304, MIS 305**

This course is the capstone for the Bachelor of Business Administration specialization in MIS. In this course, students integrate what they learned in previous courses and get ready for the workplace. The capstone course encompasses and consolidates all of the concepts covered in the MIS curriculum. Students work in teams (under the guidance of an instructor) and are expected to bring knowledge from the BBA/MIS core courses, chosen electives, and their own experience into this course. Students are also expected to apply their knowledge, practice with different tools and use several different techniques to examine a variety of viewpoints, critique readings and each other's' views, to stretch their thinking, and ultimately to learn how to be effective MIS professionals. Oral and written reports are evaluated during and at the completion of the proposal. Teams, with contributions by each individual, present final written reports and final presentations in presence of undergraduate students and faculty.

## **Hospitality and Tourism Management**

### **Introduction to the Hospitality and Tourism Industry • HTM 201**

This course focuses on hospitality operations while offering a broad, comprehensive foundation of current knowledge about the world's largest industry. Topics include; the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment and assemblies and event management.

**Introduction to Food Production (with Lab) • HTM 301****Prerequisite: HTM 201**

This course introduces the contemporary introduction to cooking and food preparation. This course explores the preparation of fresh ingredients and provides information on other relevant topics, such as food history and food science, food safety and sanitation, nutrition, recipes and menus, tools and equipment, knife skills, kitchen staples, dairy products, principles of meat, fish, and vegetable cookery. Students will learn through laboratory-related activities.

**Financial Accounting for the Hospitality Industry • HTM 302 (Elective)****Prerequisite: ACC 202**

This course focuses on financial accounting in the hospitality industry. Students will learn how to apply financial accounting concepts to hospitality businesses. Topics will include; branches of accounting, the accounting cycle, financial statements, merchandising, cash control, payroll, receivables, assets, and forms of business organization. Computer software is used to illustrate concepts and provide hands-on experience.

**Hospitality Facilities Management • HTM 303 (Elective)****Prerequisite: MGT 402**

This course focuses on operations of hospitality facilities, including operating costs, characteristics of major building systems, and the role and responsibilities of staff and managers and how to work effectively with maintenance department. Topics include: hospitality facilities, specific facility systems, and lodging design.

**Tourism Management and Development • HTM 310****Prerequisite: HTM 201**

This course explores the major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation. Students will learn the evolution and future development of tourism, in addition to the challenges facing tourism managers in this changing environment. Topics will include; tourism today, future of tourism, demand for tourism, transporting the tourism, accommodation and hospitality services, governments and tourism and managing tourism industry.

**Food and Beverage Management • HTM 311 (Elective)****Prerequisite: None**

This course focuses on the functions of food and beverage management and managing quality. Students will learn the role of food and beverage management in the context of overall catering operations. Topics include: fast food and popular catering, hotels and quality restaurants, and functional, industrial, welfare catering and contemporary environmental concerns, such as sourcing, sustainability, and responsible farming. Students will use industry standard software solutions for foodservice operations in this course.

### **Hospitality and Tourism Law and Ethics • HTM 350**

#### **Prerequisite: HTM 302**

This course introduces students to the laws, ethics and regulations that govern businesses and management decisions in the hospitality industry. Students will understand how contracts are made and how hospitality businesses can be effectively managed, taking into consideration the guest's legal rights. Topics covered in this course include; contracts, operations, property management, employee management, insurance, product liability, safety and security.

### **Introduction to Event Management • HTM 351 Prerequisite: MGT 302**

This course provides students with an introductory perspective on the nature of events management. Students will learn the necessary skills and professional knowledge needed to succeed in the event industry. Topics will include sports, music, the arts, corporate events, tourism, and other activities found in the public and private sectors.

### **Hospitality Human Resource Management • HTM 352**

#### **Prerequisite: HTM 201**

This course provides students with the systematic approach to human resource management in the hospitality industry. Students will discuss and analyze contemporary issues related to human resources in the field of hospitality businesses, in addition to related laws, regulations and policies affecting the workforce in the hospitality industry.

### **Meeting and Event Management • HTM 353 Prerequisite: MGT 302**

This course presents the elements of business event management and the tools needed to plan, develop, organize, and implement planning meetings and events. Students will develop the skills needed for effective event management. Topics will include: organizers and sponsors of meetings, events, expositions, and conventions, Destination Marketing Organizations, Destination Management Companies, service contractors and international events.

### **Hospitality and Tourism Marketing • HTM 354 Prerequisite: HTM 310**

This course will introduce to some fundamental principles of marketing and it reviews some of the definitions, which clarifies precisely what we mean by 'marketing'. It also describes the macro- and micro- environments in which hospitality and tourism companies operate, the special attributes of services and 'hospitality marketing mix'.

### **Lodging Management • HTM 401 (Elective)**

**Prerequisite:**

#### **MGT 302**

This course explores how the lodging industry and hotels within the industry operate. It covers both small and large hotels and addresses each department, including the front office, sales and marketing, housekeeping, maintenance, and revenue optimization. Students will learn

how to manage a hotel front office and better understand the complexity of the entire property.

**Tour Guide Principles • HTM 410**

**Prerequisite: HTM 310**

This course aims to equip students in hospitality and tourism management with the necessary knowledge and skills to make the experiences of their guests a memorable one. Students will learn the economy, religion, culture and the geography of the UAE. In addition, students will learn how to develop their interpersonal skills as well as the guiding techniques to get their license of tourism and hospitality.

**Internship • HTM 495**

This course offers students the chance to gain first-hand experience in an actual hospitality workplace. The internship work experience will normally be conducted in one of the R Hotel properties as listed in the *Internship Agreement*. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.

**Strategic Management for Hospitality and Tourism • HTM 499**

**Prerequisite: HTM 310, HTM 350, HTM 352**

This is a capstone course. Students will be equipped with the skills needed to analyze, develop, implement and evaluate hospitality and tourism strategic activities to senior management. Students will explore concepts, approaches, tools, models, and techniques used to develop effective strategic plans. Topics include: understanding strategy, strategic management in the hospitality and tourism sector, internal and external analysis, strategy context and content, strategy formulation, implementation and evaluation.

## **Bachelor of Business Administration in HRM English/Arabic:**

### **Program Mission**

The Bachelor's degree in Business Administration is to provide students with the skills, knowledge and abilities required to prepare them to be active and responsible leaders and managers to engage in the modern workforce and anywhere in the world. This program prepares graduates to work in various types of jobs in the business sector and other sectors of the state, as well as qualify them to complete postgraduate studies. The program focuses on developing the skills of the best use of human resources available at the organizational, corporate, state, decision-making and problem solving levels, promoting ethical values, social responsibility and achieving success in societies with different cultures.

### **Program Goals**

This program aims to:

- Provide students with the opportunity to study in the program to enhance their abilities, skills and knowledge in the field of human resources management.
- Communicate effectively in different business environments.
- Provide the labor market graduates with a full knowledge of how to manage human capital in organizations professionally and competently.
- Preparing the students in this program to meet the latest developments and in the human resources field.
- Developing effective capabilities in decision-making in the field of human capital management.

### **Learning Outcomes**

Explain the strategic role of human resources in the organization.

- Communicate effectively in writing, speaking, and using technology.
- Apply effectively the different activities in managing human resources in the organization.
- Analyze and diagnose problems and issues related to human resources accurately.
- Formulate appropriate decisions that are effective, logical and ethical.



## Degree Requirements

Degree Requirements – HRMA		
Component	Courses	Credit Hours
General Education Courses	11	33
Core Courses	15	45
Major Mandatory Courses	14	42
Major Elective Courses	3	9
Internship	1	0
Total	44	129

### General Education Courses

Sr.	Course Number		Course Name	Credit Hours
1	CISA	101	Applications of Information Technology	3
2	ENGA	101	English I	3
3	ENGA	102	English II	3
4	MTHA	101	Principles of Mathematics	3
5	ENVA	201	Introduction to Environmental Science	3
6	SCI	101	Science and Life	3
7	ISLA	201	Islamic Studies in Arabic	3
8	ACS	101	Communication Skills in Arabic	3
9	SSSA	101	Study Skills	3
10	UAEA	201	UAE Studies in Arabic	3
11	MGT	310	Innovation and Entrepreneurship	3
Total				33

## Study Plan

HRMA Study Plan					
Semester 1					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	ACS	101	Communication Skills in Arabic	None	3
2	MGTA	101	Introduction to Business	None	3
3	ENGA	101	English I	None	3
4	MTHA	101	Principles of Mathematics	None	3
Semester 2					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	SSSA	101	Study Skills	None	3
2	ENGA	102	English II	ENGA 101	3
3	SCI	101	Science & Life	None	3
4	ACCE	101	Principles of Accounting	ENGA 102	3
5	CISA	101	Introduction to Information Technology	None	3
Semester 3					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	ECOA	201	Principles of Economics	MGTA 101	3
2	STATE	102	Business Statistics	MTHA 101, CISA 101, ENGA 102	3
3	HRMA	201	Human Resource Management	MGTA 101	3
4	ISLA	201	Islamic Studies	None	3
5	MGTA	201	Organizational Behavior	MGTA 101	3
Semester 4					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	RES	201	Business Research Methods	CISA 101, STATE 102	3
2	ACCA	202	Intermediate Financial Accounting	ACCE 101	3
3	ECOA	202	Principles of Macroeconomics	ECOA 201	3
4	ENVA	201	Environmental Science	None	3
5	UAEA	201	UAE Studies	None	3
Semester 5					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	MKTA	302	Principles of Marketing	MGTA 101	3
2	HRMA	311	Human Resource Training and Development	HRMA 201	3

3	MGT	310	Innovation and Entrepreneurship	ECOA 201	3
4	FINA	301	Financial Management	ECOA 201	3
5	SYSE	303	Management Information Systems	ENGA 102, CISA 101	3
6	HRMA	301	Planning in Human Resource Management	HRMA 201	3
Semester 6					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	HRMA	302	Jobs Analysis and Design	HRMA 201	3
2	HRME	322	Career Planning	HRMA 201, HRMA 311, ENGA 102	3
3	MGTA	304	International Business Management	ECOA 201, MKTA 302	3
4	HRMA	351	Occupational Health and Safety Management	HRMA 201	3
5	HRMA	310	Recruitment and Selection Management	HRMA 201	3
6	MGTA	307	Business Ethics (Elective)	MGTA 101	9
	MGTA	355	Negotiation Skills and Conflicts Management (Elective)	ACS 101	
	MGTA	352	Human Relations (Elective)	MGTA 201	
	MGTA	301	Administrative Communications (Elective)	ACS 101	
Semester 7					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	HRMA	400	Free Course	None/Undefined	3
2	LAW	401	Labor Law	HRMA 201	3
3	MGTA	401	Strategic Management	MGTA 201	3
4	HRME	402	International Human Resource Management	HRMA 201, MGTA 304, ENGA 102	3
5	HRMA	403	Performance and Compensations Management	HRMA 201	3
6	HRMA	404	Talents Management	HRMA 310, HRMA 311	3
Semester 8					
S. No.	Course Code	Course No.	Course Name	Prerequisite	C.H.
1	MGTA	402	Operations Management	STATE 102,	3
				ECOA 201,	
				SYSE 303	
2	HRME	410	Contemporary Issues in Human Resource Management	HRMA 201, ENGA 102	3
3	HRMA	449	Human Resource Management Strategies	HRMA 201, HRMA 301, MGTA 401	3
4	HRMA	494	Field Training	Completing 90 credit hours	0
5	HRMA	499	Graduation Project	Completing 90 credit hours +	3

## Course Descriptions

### Core and Specialization Courses

<b>ACCE 101: Principles of Accounting</b>	<b>Prerequisite: ENGA 102</b>
The significance of accounting and the challenges it presents. Extensive coverage and review of major concepts followed by practical exercises.	
<b>ACCA 202: Intermediate Financial Accounting</b>	<b>Prerequisite: ACCE 101</b>
This course presents the definition and framework of <b>financial accounting and the concepts of cash money</b> , debtors, notes receivable, long-term investments, accounts payable, equities and changes and analysis of the financial position.	
<b>MGTA 101: Introduction to Business Administration</b>	<b>Prerequisite: None</b>
This course provides an overview of the main administrative functions with a special emphasis on planning, organization, leadership and control.	
<b>STATE 102: Business Statistics</b>	<b>Prerequisite: CISA 101, ENGA 102, MTHA 101</b>
Business Statistics is the science of collecting, organizing, and summarizing data to provide information, stated in numerical form, for the purpose of making objective business decisions. Topics include methods of sampling, classifying, analyzing, and presenting numerical data; frequency distribution, averages, dispersion, times series analysis, correlation, and forecasting for business purposes.	
<b>MGTA 201: Organizational Behavior</b>	<b>Prerequisite: MGT 101</b>
This course introduces various approaches and means which familiarize students on how to effectively manage staff and lead people. The course focuses on the managers' attention to the human aspect as well as the technical and technological aspects.	
<b>RES 201: Business Research Methods</b>	<b>Prerequisite: CISA 101, STATE 102</b>
This course covers scientific research and its theory in business administration and information systems. It also discusses the proposed strategy, process and problem of the scientific research by collecting, analyzing and coding data and developing a research report for the private and public sectors.	

<b>MGTA 401: Strategic Management</b>	<b>Prerequisite: MGTA 201</b>
<p>This course defines the organization and presents its most important features and objectives as well as the development of its modern theories and concepts. In addition, this course explains the strategic concept of managing the business policies related to planning and organization in the commercial organizations as well as scheduling and calculating production requirements, project management, total quality assurance, planning of productive capacity and modern production systems.</p>	
<b>MGTA 301: Administrative Communications (Elective)</b>	<b>Prerequisite: ACS 101</b>
<p>This course focuses on developing the student's skills in preparing and writing a variety of letters and reports while adopting sound scientific approaches. This course explains the concept, nature, components, types, elements, models and features of effective communication in addition to the significance of introducing the most recent technologies in the communication process.</p>	
<b>MGTA 307: Business Ethics (Elective)</b>	<b>Prerequisite MGTA 101</b>
<p>This course discusses the importance of ethics in businesses and the responsibility of both the individual and the organization. In addition, it illustrates the significance of developing a strategy for dealing with ethical issues in terms of rights and duties between the company and its staff, suppliers and clients. The course also stresses that the organization should only deal with the institutions which adhere to ethical standards in businesses. This course also reviews the various traditional theories in ethics, how they are applied to businesses and the problems encountered in this respect. It presents applied examples and cases and how to deal with them in the various commercial sectors.</p>	
<b>ECO A 201: Principles of Economics</b>	<b>Prerequisite: MGTA 101</b>
<p>This course focuses on the behavior of the individual and the organization, their available options and market balance. In addition, it discusses supply and demand, benefit, costs of production and competition. It also explains the <b>microeconomic</b> theory, trade markets, costs of production, prices and auxiliary tools such as statistics and tables.</p>	
<b>ECO A 202: Principles of Macroeconomics</b>	<b>Prerequisite: ECOA 201</b>
<p>This course primarily presents the proper analytic tools for understanding the <b>macroeconomic theory and analyzing the national economy and its relation with the international economy</b>. In addition, it focuses on analyzing economic growth, unemployment, inflation, national income, balance of commodities and services, balance in capital markets, surplus, deficit and balance of payments.</p>	

<b>MGT 310: Innovation and Entrepreneurship</b>	<b>Prerequisite: ECOA 201</b>
<p>In this course, students explore the key theories and research on entrepreneurship and innovation, and then examine their application in the broader and contemporary context. This includes corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from entrepreneurship and innovation. Readings, case studies, and discussions help organize the course material with clear and essential links between entrepreneurship and innovation. Finally, students will develop a comprehensive business plan.</p>	
<b>FINA 301: Financial Management</b>	<b>Prerequisite: ECOA 201</b>
<p>The course focuses on the basic concepts in the field of financial management and explains the main functions of the Financial Controller, what does this position mean in the organizational structure, what are the responsibilities and activities through the cash flow list, budget, current value of money, revenue, risk, management of current assets and capital budget.</p>	
<b>SYSE 303: Management Information Systems</b>	<b>Prerequisite: CISA 101, ENGA 102</b>
<p>The course provides an overview of Management Information Systems (MIS) in business. It provides students with a framework for the uses information technology in business. Topics include MIS concepts, software, databases, information systems (IS), the strategic use of IS, the development of IS, and social and ethical issues associated with MIS.</p>	
<b>MGTA 304: International Business Management</b>	<b>Prerequisite: ECOA 201, MKT 302</b>
<p>This course focuses on the concept of managing international business and trade and analyzing the environments of international commercial business, international financial policy, import and export, specialized functional strategies (international human resources, international finance, international trade activities, international marketing and research and development) and the general tendency of managing international business.</p>	
<b>MGTA 402: Operations Management</b>	<b>Prerequisite: STATE 102, ECOA 201, SYSE 303</b>
<p>This course covers the techniques used to perform the function of operations, product development, production arrangement, planning for material needs, and an effective manufacturing system in the private sector and some of it in the public sector.</p>	

<b>MKTA 302: Principles of Marketing</b>	<b>Prerequisite: MGTA 101</b>
<p>This course focuses on the strategic relation between the organization and its clients, means of maintaining customers' satisfaction by studying their behavior, needs as individuals and organizations as well as studying the environmental factors which affect the marketing decision such as pricing, promotion, distribution, product planning and development, detection of the available opportunities in the market and the development of marketing strategies and programs.</p>	
<b>HRMA 201: Human Resource Management</b>	<b>Prerequisite MGTA 101</b>
<p>This course handles the concept and significance of Human Resource Management in the organization, the means of strategic planning of human resources, job analysis, means of attracting and selecting staff, training, motivating and rewarding human resources, performance appraisal, career planning, empowering staff, maintaining employees' safety and security and the significance of observing local and international labor laws.</p>	
<b>HRMA 301: Planning in Human Resource Management</b>	<b>Prerequisite: HRMA 201</b>
<p>This course points out the significance of planning in Human Resource Management, means of the strategic planning of manpower, preparing, implementing and evaluating the strategic plans in the organization. In addition, this course focuses on the means of maintaining balance between supply and demand in manpower, securing the competencies needed by the organization, planning, designing and developing programs in the Recruitment Department, as well as selecting, hiring and managing surplus human resources.</p>	
<b>HRMA 302: Jobs Analysis and Design</b>	<b>Prerequisite: HRMA 201</b>
<p>This course addresses the means and approaches followed in analyzing and designing jobs in public and private organizations and the sources of the required information in the analysis process of the Human Resource Management. In addition, this course focuses on the significance of authenticity in collecting information on jobs through surveys, interviews and secondary sources of information as well as their relatedness to the accurate job description and the process of attraction, selection, recruitment, design and evaluation of performance, salaries, compensations, staff's training needs, restructure and classification of jobs.</p>	

<b>HRMA 310: Recruitment and Selection Management</b>	<b>Prerequisite HRMA 201</b>
<p>This course focuses on the significance of strategic recruitment in Human Resource Management, the various means and approaches of attracting excellent, competent and qualified personnel and their recruitment in the suitable positions. In addition, this course outlines the significance of the accurate job description prior to recruitment in order to develop clear standards for selecting the best candidates to occupy vacancies in the organization.</p>	
<b>HRMA 311: Human Resource Training and Development</b>	<b>Prerequisite: HRMA 201</b>
<p>This course focuses on the basic concepts of training, its means, planning and the implementation and evaluation of its programs in addition to its significance in supporting the aggregate performance of the organization as well as the individual and collective performance therein. In addition, this course sheds light on the significance of the strategic planning of the training programs in the organizations, development of the skills of their staff at all levels and the integration of the training programs with the other functions of human resources.</p>	
<b>HRME 322: Career Planning</b>	<b>Prerequisite HRMA 201, HRMA 311, ENGA 102</b>
<p>This course focuses on the essential views of careers and career planning. The model of career management presents the active problem-solving approach to work life and how people can collect information, gain insights into themselves and their environment, and develop appropriate goals and strategies to obtain useful feedback regarding their efforts. Topics in this course include career context and stages, models, applications, occupations, job stress, and career strategic planning.</p>	
<b>HRMA 403: Performance and Compensations Management</b>	<b>Prerequisite: HRMA 201</b>
<p>This course addresses the basic concepts of evaluating staff performance, standards of performance and its measures. Besides, this course outlines the basics of designing the system of evaluating staff performance in a manner which is integrated with the organization's performance as well as individual and collective performance. On another plane, this course points out the basic concepts, theories, approaches and steps of managing incentives within the framework of Human Resource Management in the United Arab Emirates as well as the means of designing the various reward systems and their impact on the aggregate performance of the organization and the individual.</p>	



<b>HRMA 351: Occupational Health and Safety Management</b>	<b>Prerequisite: HRMA 201</b>
<p>This course focuses on the significance of <b>occupational safety programs at the workplace, precautionary measures, safety and security laws</b> in the United Arab Emirates and the role of civil defense in maintaining a business environment characterized by safety, <b>health and security</b>. In addition, this course focuses on the importance of the role of employees, their awareness and understanding of the risk factors, hazardous materials and the safety of the means of transport.</p>	
<b>HRMA 404: Talents Management</b>	<b>Prerequisite: HRMA 310, HRMA 311</b>
<p>This course covers the concept and planning of human capital and talent management in the organization, and explains the different stages, processes and examples of talent management. In addition to categorizing the competencies of human capital and talent management in terms of historical development. Also discussing various talent management strategies related to the selection, development, evaluation, motivation and retention of talent. The course also deals with the analysis of talented leadership and the mechanism of its impact on talent management in terms of preparation, characteristics and building requirements. In addition to evaluating the integrated management of talent management and its infrastructure in terms of steps, effectiveness and best practices.</p>	
<b>HRMA 449: Human Resource Management Strategies</b>	<b>Prerequisite: MGTA 401, HRMA 201, HRMA 301</b>
<p>This course explains the human resource strategy, its origins and its stages of development. This course also deals with explaining the various strategies in human resources management such as recruitment, training and development strategy, performance evaluation and compensation, and clarifying the role of all of this in achieving the organization's comprehensive strategy. In addition to analyzing the complementarity between the organization's general strategies and human resource practices. As well as designing an integrated human resources strategy. Finally, an evaluation of contemporary challenges to managing HR strategies.</p>	
<b>LAW 401: Labor Law</b>	<b>Prerequisite: HRMA 201</b>
<p>This course focuses on the laws which organize the relation between the employers and employees in the United Arab Emirates. In addition, this course addresses the Labor Law in the United Arab Emirates and that it is mandatory for the organizations operating in this country to act in accordance with its provisions. In addition, this course focuses on the employment, training and Emiratization laws as well as the laws organizing the privacy of employees and their legal rights.</p>	

<b>HRME 402: International Human Resource Management</b>	<b>Prerequisite: HRMA 201, MGTA 304, ENGA 102</b>
<p>This course provides the concepts, tools, and techniques that are needed to effectively manage an internationally diverse workforce. It also focuses on the roles and activities of the HR department in managing a global workforce. Students explore ways to manage the cultural and ethnic differences that occur as a result of international global diversity.</p>	
<b>MGTA 355: Negotiation Skills and Conflicts Management (Elective)</b>	<b>Prerequisite: ACS 101</b>
<p>This course addresses the concept and significance of the negotiation strategy and dispute settlement in the organization in terms of their types, reasons, stages and skills in order to reach solutions which satisfy the disputant parties. In addition, it points out the steps and methods of negotiations as well as other important issues related to negotiation. Besides, this course sets forth crisis management, its effective models, the scientific approach of dealing with crises, the basic tools and guidelines of crisis management and relevant applied examples.</p>	
<b>MGTA 352: Human Relations (Elective)</b>	<b>Prerequisite: MGTA 201</b>
<p>This course examines the importance of creating positive human relationships in the workplace and their impact on strengthening the relationship between management and workers and enhancing career and professional affiliation. This course also deals with methods of developing effective communication skills and self-confidence in dealing with others and creating a positive culture in the workplace. The role of leadership and work teams and their impact on human relations and on developing innovation and creativity among employees in organizations.</p>	
<b>HRME 410: Contemporary Issues in Human Resource Management</b>	<b>Prerequisite: HRMA 201, ENGA 102</b>
<p>This course includes special topics in current developments within the field of human resource management, namely Empowerment and job insecurity. The first topic focuses on how to organize with shared power and bottom-up leadership to foster vision, trust, accountability, and responsibility. The second topic focuses on the current research on flexibility, job insecurity, and more intense work and the impact of these developments on individuals, their families and workplaces, and the long-term health of the economy.</p>	

<b>HRMA 400: Free Course</b>	<b>Prerequisite: None/undefined</b>
The student chooses to study any course from any academic program in the college other than his/her major bearing 3 credit hours. This course should not have a prerequisite or the student should have studied the previous requirement of this course.	
<b>HRMA 494: Field Training</b>	<b>Prerequisite: completing 90 credit hours</b>
This course addresses students' training in the public and private organizations in the field of Human Resource Management as well as the academic and practical supervision during training. The student shall present reports on the nature of duties he / she performed during the training period, and the acquired skills as well as the challenges faced during the training period. The academic supervisor shall discuss these reports.	
<b>HRMA 499: Graduation Project</b>	<b>Prerequisite: completing 90 credit hours, HRMA 201, RES 201, STATE 102, SYSE 303</b>
This course includes the main graduation research in the business administration program, major: Human Resource Management. It focuses on the basic concepts, theories, approaches and steps of designing the strategies of Human Resource Management as well as the means of developing the various strategies and formulating the vision, mission, values and strategic objectives. In addition, the course also stresses on the commercial and cultural business ethics, values and the study of relevant cases and applications.	

## **Bachelor of Law in Arabic**

### **Program Mission**

By launching the Bachelor of Law program, the College aims at graduating legal qualified cadres who fulfill the community needs in the United Arab Emirates and contributing to cope with the scientific and technological development in the field of legal education in the United Arab Emirates. In addition, the program aims at contributing to developing and improving the level of the legal profession by building ties between the College and the local community.

### **Program Objectives**

The law program aims at realizing the following objectives:

- Qualifying a segment of graduates armed with their high level of legal culture as well as general culture in some humanitarian sciences required for understanding the law.
- Fulfilling the incremental community needs for graduates of legal sciences especially in the United Arab Emirates and the Gulf Cooperation Council countries at large.
- Promoting scientific research and qualifying a specific segment of students armed with research skills and qualified to carry out their jobs in the various legal fields such as the judiciary system, legal consultancies, working as lawyers and the various legal professions.
- Qualifying students for the job and developing the professional skills of learners by improving their abilities to solve the presented issues and find alternatives for these solutions.
- Developing the student's intellectual skills and enhancing awareness in studying legislative texts in order to fulfill the community's needs and aspirations. Learning Outputs of the Program

### **Learning Outcomes**

- Be familiar with the law and identify its sources and the features of a legal rule.
- Differentiate between the law, Islamic Shariah and humanitarian sciences which support the understanding of the law.
- Interpret the legal provisions in accordance with a proper legal methodology.
- Clearly explain the basic legal principles and theories in each branch of law.
- Understand the main features of the legal system in the United Arab Emirates and its relation to the various legal systems.
- Deduce and apply legal provisions to the various cases and issues based on the theoretical legal knowledge.
- Scientifically and properly analyze the legislative provisions and judicial awards.
- Draft legal researches, memos and contracts in accordance with the proper legal rules.

## Degree Requirements

### Degree Requirements – Bachelor of Law

<b>Component</b>	<b>Courses</b>	<b>Credit Hours</b>
General Education	11	33
Specialization	30	90
Elective	2	6
Internship	1	0
<b>Total Required</b>	<b>44</b>	<b>129</b>

### General Education

Sr.	Course Number	Course Name	Credit Hours
1	CISA 101	Applications of Information Technology	3
2	ENGA 101	English I	3
3	ENGA 102	English II	3
4	SRMA 101	Research Methodology for Law	3
5	SOCA 101	Introduction to Sociology	3
6	ENVA 201	Introduction to Environmental Science	3
7	ISLA 201	Islamic Studies in Arabic	3
8	SSSA 101	Study Skills	3
9	HUMA 101	Critical Thinking	3
10	UAEA 201	UAE Studies in Arabic	3
11	MGT 310	Innovation and Entrepreneurship	3
Total			33

## Study Plan

<b>STUDY PLAN REPORT</b>			
<b>Program Name:</b> Law Program		<b>Program Major:</b> Law	
<b>Course Number</b>	<b>Course Name</b>	<b>Credit Hour</b>	<b>Prerequisite</b>
<b>Semester1</b>			
LAW 101	Introduction to Law	3	
ECOA 201	Principles of Economics	3	
ENGA 101	English I	3	
ISLA 201	Islamic Studies	3	
HUMA 201	Critical Thinking	3	
SSSA 101	Study Skills	3	
<b>Semester2</b>			
LAW 102	Voluntary Source of Obligations	3	LAW 101
LAW 116	Introduction to Commercial Law	3	LAW 102
LAW 122	General Penalty Law	3	LAW 101
LAW 219	Political Systems and Constitutional Law	3	
LAW 108	Introduction to Jurisprudence Studies	3	
SRMA 101	Research Methodology for Law	3	
<b>Semester3</b>			
LAW 203	Non Voluntary Source of Obligations	3	LAW 102
LAW 227	Administrative Law	3	LAW 101
LAW 210	Principles of Jurisprudence	3	LAW 108
LAW 223	Crimes Against Individuals	3	LAW 122
LAW 221	Intellectual Property Law ( Elective)	3	LAW 116

Semester4			
LAW 217	Companies and Bankruptcy	3	LAW 116
LAW 232	Legal Terminology in English	3	LAW 101, ENGA 102
LAW 204	Provisions of Obligations	3	LAW 203
LAW 328	Public Finance and Tax Legislation ( Elective)	3	ECO A 201
CISA 101	Applications of Information Technology	3	
LAW 220	Legal Aspects of Electronic Commerce ( Elective)	3	LAW 116
Semester5			
LAW 230	Public International Law in English	3	LAW 101, ENGA 102
LAW 305	Nominated Contracts	3	LAW 204
LAW 311	Law of Civil Procedure	3	LAW 203
LAW 324	Crimes Against the Public Interest and Funds	3	LAW 223
ENGA 102	English II	3	ENGA 101
LAW 304	International and Regional Organizations ( Elective)	3	LAW 230
MGT 310	Innovation and Entrepreneurship	3	ECO A 201
Semester6			
LAW 307	Labor Law and Social Security	3	LAW 203
LAW 306	Primary Rights in Rem	3	LAW 305
SOCA 101	Introduction to Sociology	3	
LAW 312	Forced Execution	3	LAW 311
ENVA 201	Introduction to Environmental Science	3	
LAW 308	Criminology and Punishment Science (Elective)	3	LAW 223
Semester7			
LAW 425	Criminal Procedural Law	3	LAW 223
LAW 415	Private International Law	3	LAW 311
LAW 409	Personal Status	3	LAW 108
LAW 431	Graduation Project	3	
LAW 211	Consumer Protection Law (Elective)	3	
UAE/A 201	UAE Studies	3	

Semester8			
LAW 414	The Provisions of the Evidence	3	LAW 311
LAW 419	Air and Maritime Law	3	
LAW 413	Internal and External Arbitration Rules	3	LAW 223
LAW 426	Internal Training	3	
LAW 424	External Training	0	
LAW 427	Private Penal Law (Elective)	3	LAW 425
LAW 325	Inheritances, Commandments and Endowment	3	

## Course Descriptions

### **ECOA 201: Principles of Economics**

**Prerequisite: None**

This course includes important and vital subjects, which enable the student to understand economics, the economic problem and business mechanisms by studying and analyzing the theory of supply and demand and studying the various types of flexibility on the microeconomic level. In addition, the course studies and analyzes important subjects on the macroeconomic level such as the national income, unemployment, inflation, financial and cash policy, foreign trade, balance of payments and the various economic systems

### **LAW 101: Introduction to Law**

**Prerequisite: None**

The course discusses the general theory of law including the definition of law, features of the legal rule, various branches of the law, formal and explanatory sources, scope of applying the law in terms of place and time and studying the interpretation of the legal rule. This course also studies the legal personality, feature, types and resultant effects of acquiring it. This subject also includes studying the general theory of rights such as the definition of a right, its elements, types, parties and means of its protection and substantiation.

### **LAW 102: Voluntary Sources of Obligation**

**Prerequisite: LAW 101**

The course studies the voluntary sources of obligation (contract – sole will) including the definition of the contract, means of expressing the will, blemishes of consent, cornerstones and types of contracts and reasons for the termination of a contract. The course also defines the sole will and its applications.

### **LAW 203: Non Voluntary Sources of Obligation**

**Prerequisite: LAW 102**

This course studies all aspects related to obligation in terms of its effects, descriptions, extinction and the method of optional and mandatory execution of obligation. The course also includes the study of the legitimate means to protect execution through indirect claim, claim of simulation, and claim of the ineffectiveness of actions.

### **LAW 305: Nominate Contracts**

**Prerequisite: LAW 204**



This course provides a deep study of the provisions of nominate contracts within the framework of the Federal Civil Transaction Law in terms of the nature, features and cornerstones of these contracts. The course also studies some basic contracts such as the sale, lease and insurance contracts by defining each of them and setting out their cornerstones, effects and the reasons for their termination.

**LAW 306: Primary Rights in Rem**

**Prerequisite: LAW 305**

This course defines the primary rights in rem and their features. The study also defines the property right in terms of features, scope, limitations and the reasons for acquiring possession. The course studies the individual and common property as well as the ancillary rights derived from the property right, their conditions and provisions. This course also covers the accessory rights in rem including insurance mortgage, chattel mortgage and public and private concession rights.

**LAW 307: Labor Law and Social Security**

**Prerequisite: LAW 203**

This course defines the Labor Law and sets out its features and the scope of its application. It also studies the Employment Contract, rights and obligations of the parties of the Employment Contract, vacations and their types, definition of labor claims and disputes as well as their features, termination of the Employment Contract, and employee's rights upon termination and the resultant effects.

**LAW 307: Labor Law and Social Security**

**Prerequisite: LAW 203**

This course defines the Labor Law and sets out its features and the scope of its application. It also studies the Employment Contract, rights and obligations of the parties of the Employment Contract, vacations and their types, definition of labor claims and disputes as well as their features, termination of the Employment Contract, and employee's rights upon termination and the resultant effects.

**LAW 108: Introduction to Jurisprudence Studies**

**Prerequisite: None**

The course discusses the definition, features and objectives of the Islamic Shariah, sources of Islamic legislation, origin of jurisprudence and an introduction to the most important Schools of Jurisprudence as well as their respective features. The course also studies some legal systems from the perspective of the Islamic Jurisprudence such as the property system, theory of the contract ... etc.

**LAW 409: Personal Status**

**Prerequisite: LAW 108**

This course addresses all aspects related to the organization of the family starting from engagement and ending with the marriage contract. It covers the purport of legislating marriage, its cornerstones, prerequisites, effects and the rights of both spouses. The course also deals with terminating the marriage contract, means of ending the marital relation and the resultant effects such as the waiting period, proving lineage, guardianship, breastfeeding and inheritance.

**LAW 210: Principles of Jurisprudence**

**Prerequisite: LAW 108**

The course introduces the science of the Fundamentals of Jurisprudence, its history, rules and approaches of writing in it. It also defines the legal judgment in terms of its types, divisions and the rules of veracity and invalidation. The course also studies the types of legal proofs approved in

deducing rulings. It defines the connotations of terms with regard to judgments, their divisions, use and relevant fundamental rules.

**LAW 204: Provisions of Obligations**

**Prerequisite: LAW 203**

This course covers the study of everything related to the commitment in terms of its effects, descriptions, and how Optional execution and forced to comply. The course also includes a study of legitimate means to protect the implementation through indirect lawsuit, simulated proceedings and unenforceable behaviors lawsuit.

**LAW 311: Law of Civil Procedures**

**Prerequisite: LAW 203**

In this course, students shall study the definition of the Law of Civil Procedures, the judiciary system in the United Arab Emirates, formation and competences of courts, and the rules and procedures of litigation starting from the date of filing the lawsuit until the judgment is issued. The course also studies the theory of judicial awards and the ordinary and extraordinary methods of challenging them.

**LAW 312: Forced Execution**

**Prerequisite: LAW 311**

The course defines compulsory enforcement, the execution judge and his powers, provisions and conditions of assignment of execution, place of execution, problems of execution, procedures and provisions of diligence and sale of the debtor's property on auction and finally the collection of the returns of execution.

**LAW 413: Internal and External Arbitration Rules**

**Prerequisite: LAW 223**

This course defines arbitration as an alternative means to settle disputes including the types and advantages of arbitration. The course points out the methods of selecting arbitrators and the rules related to the arbitration agreement such as its forms, cornerstones, procedures, issuance of the arbitration award, and the possibility of challenging and appealing its execution.

**LAW 414: The Provisions of Evidence**

**Prerequisite: LAW 311**

This course addresses the general provisions of substantiation and its following proofs: written proofs, testimony, oath, acknowledgement, evidences, presumptions, inspection, expert and its legal competence and the electronic instruments and their power of substantiation.

**LAW 415: Private International Law**

**Prerequisite: LAW 311**

This course studies the rules pertaining to the conflict of laws governing the legal relations in which there is a foreign party by manifesting the entity of dispute and the rules of reference, referral and characterization or qualification. The course identifies the regulations of reference, which set forth the foreign governing law, and the obstacles of their application. The course also studies the conflict of international judicial competence, cases of international competence for the UAE courts, conflict of competences in electronic transactions and the execution of foreign judicial awards.

**LAW 116: Introduction to Commercial Law**

**Prerequisite: LAW 102**

This course defines the Trade Law, its features and relation to other laws such as the Civil Law. It studies its development as well as the commercial acts. It differentiates between the commercial and civil acts and defines the trader and commercial store. In addition, the course generally studies

the provisions of commercial contracts with a special focus on some commercial contracts such as commercial mortgage, commission agency, brokerage and transport contract.

**LAW 217: Companies and Bankruptcy**

**Prerequisite: LAW 116**

This course addresses the general provisions of companies in terms of their definition, development, company formation, constituents, and conditions of establishment, juridical personality, management and liquidation of companies. The course also studies sole partnerships, stock companies, mixed corporations and foreign companies. It studies the provisions of bankruptcy with regard to the issuance of the verdict, its effects; management of bankrupt's assets, simple reconciliation and its conditions, rehabilitation, and bankruptcy and liquidation crimes. The course also addresses composition bankruptcy and its conditions.

**LAW 419: Air and Maritime Law**

**Prerequisite: None**

The course defines marine and aviation laws, their features, the legal concept of the vessel and its rights in rem and the persons concerned with marine and aviation navigation. It studies the provisions of the vessel utilization contracts such as the transportation contract, vessel lease contract, insurance, emerging rights and obligations of such contracts, and the aviation transport contract of passengers and goods. In addition, the course studies the legal provisions related to the claim of liability in marine and aviation transportation and marine accidents.

**LAW 220: Legal Aspects of E-Commerce (Elective)**

**Prerequisite: LAW 116**

The course discusses the definition of e-commerce, its significance, and the legal rules governing e-commerce especially with regard to making contracts via modern means of communication and signing them (electronic signature).

**LAW 221: Intellectual Property Law (Elective)**

**Prerequisite: LAW 116**

This course addresses the intellectual property right and identifies its elements, author's copyrights in terms of their venue, nature, means of protecting them as well as adjacent rights. The course defines the patent right, conditions of granting it, rights and privileges of the patentee and the legal protection of the patent right on the local and international levels. It also studies the industrial fees and forms as well as their legal protection, trademarks, commercial data, their conditions, registration and legal protection.

**LAW 122: General Penalty Law**

**Prerequisite: LAW 101**

This course addresses the criminal law ordinance, the general theory of the crime, its constituents, forms and provisions related to attempting it. The course refers to the provisions and forms of criminal liability as represented by the perpetrator, intervening party and abettor. The course studies the general theory of punishment in terms of its definition, execution, reasons for stringent or tolerant execution, impediments of penalty, reasons for permission and extinction of the penalty. The course defines the entity and features of the precautionary measure, its distinction from the penalty, types of precautionary measures and the rules of their application.

**LAW 223: Crimes against Individuals**

**Prerequisite: LAW 122**

This course studies, explains and points out the offence against the person such as the various forms of murder crimes and the conditions of executing stringent or tolerant penalties. The course also

studies the provisions related to offense against the intactness of the body such as injuries, beating and wounds.

**LAW 324: Crimes against Public Interest and Funds**

**Prerequisite: LAW 223**

This course addresses the provisions related to offense against properties such as the various aggravated and lenient forms of theft, frauds, cheque-related crimes, mistrust crimes as well as their related crimes.

**LAW 425: Criminal Procedural Law**

**Prerequisite: LAW 223**

This subject defines the law of the basics of penal courts and studies the stage of investigating the crimes, collecting evidences and making the initial inquest. It studies in details the penal lawsuit in terms of the legal rules related to filing them, penal fundamentals and procedures, investigation, inference, initial interrogation, trial, and means of challenging the penal judgments.

**LAW 426: Internal Training**

**Prerequisite: completing 90 credit hours**

This course trains students on filing civil and penal lawsuits and familiarizes them with the procedures of the dispute course through sessions held in an internal court (mock trial) in the College. Students are trained on dealing with practical lawsuits, which require using their legal information in all branches of the law, consulting their specialized teachers, and referring to the various legal references to provide the legal opinion in the said cases and draft a legal memorandum, consultation, writ, or contract as the supervisor of the course may request. A specific issue is selected for each mock trial and a special focus is given to it. Such issue may be related to the general or private law and the student's knowledge is deepened on it.

**LAW 227: Administrative Law**

**Prerequisite: LAW 101**

This course studies the definition of the Administrative Law, sources and relation to the other branches of the law. It covers the administration activity in executing laws, administrative control and the system of public utilities. It also addresses the administrative methods of the administration including the administrative decision, administrative contract, public funds and control on the administration works in terms of their identity, types and effects.

**LAW 328: Public Finance and Tax Legislation (Elective)**

**Prerequisite: ECOA 201**

This course studies Public Finance and the means of preparing and carrying out the budget in the United Arab Emirates including its main parts: public expenditures and public revenues. The course explains the definition, types and effects of public expenditures as well as the legal rules governing them. The course also defines the various revenues and their subdivisions such as taxes, fees, and public loans. The course discusses and explains the legal rules related to tax such as tax on income, exemptions from income tax, evasion of tax and double taxation.

**LAW 219: Political Systems and Constitutional Law**

**Prerequisite: None**

This course studies the concept of the State, its constituents, form, regime, authorities, and citizen's rights and duties. It defines the constitution in terms of the means of developing it, its sources, types, interpretation, amendment, termination and control on the constitutionality of the laws. The course also studies the constitutional organization of the federal powers in accordance with the Constitution of the UAE.

**LAW 230: Public International Law in English****Prerequisite: LAW 101, ENGA 102**

This course defines the contemporary General International Law, its sources and the nature of its rules. It also identifies the persons of the International Law and introduces their rights and duties. The course focuses on the international treaties, the theory of the international responsibility, means of the peaceful settlement of international disputes, the legal rules organizing the states of war and the rules of international neutrality.

**LAW 431: Graduation Project****Prerequisite: completing 105 credit hours**

This course teaches the student the methods and sources of legal research and how to use them in writing research papers. It sheds light on the formal and objective aspects of legal writing in a style, which develops the student's skills in drafting, analyzing, and preparing future researches and studies. The course also includes an applied aspect represented in orienting the student to prepare a research in one of the legal issues under the supervision of a teacher specialized in the research subject. The research shall be discussed by the supervisor and another faculty member to be selected by the competent department.

**LAW 232: Legal Terminology in English****Prerequisite: LAW 101, ENGA 102**

This course defines some legal terminologies in the various branches of law in the English language. It also includes a study of some legal texts and some model clauses from contracts made in English.

**LAW 304: International and Regional Organizations (Elective) Prerequisite: LAW 230**

This course studies the international organizations in terms of their definition, origin and development. It focuses on studying the general rules of the global organization, the legal personality of the international organization, as well as the types, role and powers of the international organizations. The course extensively presents the UN and some regional organizations such as the Arab League and the Cooperation Council of the Arab Gulf countries.

**LAW 308: Criminology and Punishment Science (Elective)****Prerequisite: LAW 223**

This course defines Criminology and Penology, its historical development, the relation between Criminology and Penology and the penal code, individual and collective factors of the criminal behavior and the various theories developed on this subject.

**LAW 427: Private Penal Law (Elective)****Prerequisite: LAW 425**

This subject covers the recently committed crimes resulting from the technological revolution such as electronic crimes, economic crimes, narcotic crimes, money-laundering crimes and trafficking crimes. In addition, the course studies any other recently committed crimes in the community of the United Arab Emirates, which require criminalization, specific legislations and issuing private penal laws.

**LAW 424: External Training****Prerequisite: Completing 90 credit hours**

This course is dedicated to external training where fourth-year students shall visit the various types of federal courts, public prosecution headquarters, criminal laboratory, forensic medicine premises, and prisons ... etc. They shall also attend a number of sessions in these courts and hold discussions with their judges. Training shall be held on Thursday every week. The student shall come to the

external entity where he / she has been accepted and return to the College to be followed up by the internal supervisor.

**LAW 211: Consumer Protection Law (Elective)**

**Prerequisite: None**

This course studies the most important recent economic legislations related to consumer protection in the United Arab Emirates. It delineates the rules and effects of these legislations. The course also introduces the concepts of the normal consumer, electronic consumer, laws on pricing, consumer protection and the phenomena of protection related to the public and private economic legislations.

**LAW 325: Inheritances, Commandments and Endowment**

**Prerequisite: None**

This subject aims at providing the student with a complete and clear perspective on the provisions of Islamic Shariah on the rights related to inheritance, testaments and endowment. This course studies the provisions related to the testament, its definition, purposes of its legislation, prerequisites and cornerstones. In addition, the course addresses inheritance in the Islamic Shariah with regard to its necessity, prerequisites, cornerstones, justifications and its impediments. It identified male and female inheritors whether by virtue of prescribed shares, consanguinity or kinship ... etc. The course also discusses any other inheritance-related issues such as reduction of the inheritor's shares, redistribution of the remainder portion among the prescribed inheritors each according to their share and the compromise among inheritors for a sum of money. In addition, the course includes provisions of endowment in terms of its definition, prerequisites, cornerstones, types, nullifications and termination.

## **Bachelor of Public Relations and Advertising English/Arabic**

### **Program Mission**

The Bachelor of Public Relations and Advertising program aims to equip students with the required skills, knowledge and abilities to qualify them so as to be effective and responsible leaders and managers who occupy scientific and professional positions in the communication field anywhere in the whole world. The program works towards qualifying graduates to work in the Public Relations sector in the various organizations and advertising agencies. In addition, it qualifies them to complete their post graduate studies. The program focuses on developing effective communication skills, problem solving, measuring and analyzing the public opinion, understanding the human behavior and working towards realizing success in the various organizations governed by fierce competition.

### **Program Goals**

The aim of this program is to prepare graduated students to:

- Get familiar with the academic skills required by the Labor market
- Effectively acquire practical skills in the field of public relations and advertising
- Effectively use the theoretical and practical skills in communicating with the audience
- Master problem-solving, professionally interpret the public opinion and practice the basics of fair competition
- Arrange researches in the fields of public relations and advertising

### **Learning Outcomes**

By the end of this program, the student shall be able to:

- Effectively communicate with the audience through technology whether on the theoretical or practical levels.
- Practically apply the various theories and communication concepts
- Successfully utilize the skills of public relations and advertising in order to penetrate the Labor market
- Practice critical thinking in order to solve business problems related to public relations and advertising
- Arrange researches in the fields of public relations and advertising

## Bachelor of Public Relations and Advertising: Public Relations

### Degree Requirements

#### Degree Requirements – Public Relations

Component	Courses		
General Education		11	33
Program Core Courses		13	39
Program Elective Courses		4	12
Program Specialization Courses		10	30
Specialization Elective Courses		4	12
Total Required		42	126

### Study Plan

#### 1- General Education Courses (11 courses covering 33 credit hours)

Sr.	Course Number	Course Name	Credit Hours
1	CIS 101	Computer Fundamentals	3
2	ENGA 101	English I	3
3	ENGA 102	English II	3
4	HUMA 101	Critical Thinking	3
5	ENVA 201	Introduction to Environmental Science	3
6	SCI 101	Science and Life	3
7	ISLA 201	Islamic Studies in Arabic	3
8	PSYA 101	Introduction to Psychology	3
9	SSSA 101	Study Skills	3
10	UAEA 201	UAE Studies in Arabic	3
11	MGT 310	Innovation and Entrepreneurship	3
Total			33

#### 2- Mandatory Program Courses (13 courses covering 39 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	COM	101	Communication Skills	3	–	3	First	
2.	COM	102	Arabic Language for Media	3	–	3	First	
3.	EOCA	201	Principles Economics	3	–	3	Second	



SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
4.	POL	202	Introduction to Political Sciences	3	–	3	Second	COM101
5.	SOCA	101	Introduction to Sociology	3	–	3	Second	
6.	CIS	204	Computer Applications (E)	2	2	3	Second	CIS101
7.	RES	201	Research Methods	3	–	3	Second	CIS101 STA301
8.	COM	206	Translation	3	–	3	Second	ENGA102
9.	ADV	207	Digital Photography	2	2	3	Second	COM101
10.	PRA	208	Introduction to Public Relations	3	–	3	Second	COM101
11.	ADV	209	Introduction to Advertising	3	–	3	Second	PRA208
12.	STA	301	Applied Statistics	3	–	3	Third	CIS 101
13.	COM	401	Public Opinion	3	–	3	Fourth	PRA208 ADV209

**3- Elective Program Courses (4 courses selected by the student out of 11 courses covering 12 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	HIS	210	History of the Arab Gulf Countries	3	–	3	Second	UAEA201
2.	LAW	101	Introduction to Law	3	–	3	Third	
3.	ENV	303	Renewable Energy Sources	3	–	3	Third	COM101
4.	COM	304	Social Networking	2	2	3	Third	CIS204
5.	ADV	305	Design Fundamentals	2	2	3	Third	CIS204
6.	ADV	309	Graphic Art	2	2	3	Third	CIS204
7.	MGT	101	Introduction to Business	3	–	3	Third	
8.	LAW	304	Regional and International Organizations	3	–	3	Fourth	COM101
9.	PRA	403	Information Society	3	–	3	Fourth	COM101
10.	PRA	412	Organizing Fairs and Festivals	3	–	3	Fourth	PRA208
11.	ADV	405	Multimedia	2	2	3	Fourth	CIS204

**4- Mandatory Specialization Courses (10 courses covering 30 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	PRA	301	Public Relations Organization and Management	3	–	3	Third	PRA208
2.	PRA	302	Writing for Public Relations	2	2	3	Third	PRA208
3.	PRA	303	Production of Information Materials in the Field of Public Relations	2	2	3	Third	CIS204 ADV207
4.	PRA	304	Protocol and Etiquette	3	–	3	Third	PRA208
5.	PRA	305	Online Public Relations (E)	2	2	3	Third	CIS204 ADV207
6.	PRA	401	Public Relation Campaigns	2	2	3	Fourth	PRA302
7.	PRA	402	Organizing Special Events in Public Relations	3	–	3	Fourth	PRA303
8.	PRA	411	Public Relations and Crisis Management	2	2	3	Fourth	PRA301
9.	PRA	404	Field Training in Public Relations	120 Training Hours		3	3	
10.	PRA	405	Graduation Project in Public Relations	1	4	3	Fourth	RES/201

**5- Elective Specialization Courses (4 courses selected by the student out of 9 courses covering 12 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	PRA	306	Ethics of Public Relations	3	–	3	Third	PRA208
2.	PRA	307	Integrated Marketing Communications	3	–	3	Third	PRA208 ADV209
3.	PRA	308	Direct Marketing	3	–	3	Third	PRA208 ADV209
4.	PRA	309	International Public Relations	3	–	3	Third	PRA208
5.	PRA	406	Social Marketing	3	–	3	Fourth	PRA208 ADV209
6.	PRA	407	Organizations Reputation Management	3	–	3	Fourth	PRA208
7.	PRA	408	Art of Persuasion	3	–	3	Fourth	PRA208
8.	PRA	409	Organizational Communication	3	–	3	Fourth	PRA208
9.	PRA	410	Marketing Research	3	–	3	Fourth	PRA208 ADV209

## Course Descriptions

<b>EOA 201: Principles of Economics</b>	<b>Prerequisite: None</b>
<p>This course includes important and vital subjects which enable the student to understand economics, the economic problem and business mechanisms by studying and analyzing the theory of supply and demand and studying the various types of flexibility on the microeconomic level. In addition, the course studies and analyzes important subjects on the macroeconomic level such as the national income, unemployment, inflation, financial and cash policy, foreign trade, balance of payments and the various economic systems.</p>	
<b>CIS 204: Computer Applications</b>	<b>Prerequisite : CIS 101</b>
<p>This course introduces the Mac operating system, explains some of the image and video design concepts, and how to deal with images and video software. These include Adobe Photoshop, Adobe Illustrator and Final Cut Pro X programs. Students explore essential graphics and video design skills.</p>	
<b>POL 202: Introduction to Political Sciences</b>	<b>Prerequisite : COM 101</b>
<p>This course addresses the definition of politics, its historical development, subjects, and relation to other social sciences. In addition, it defines the concept of the theory of the State, political authority and the reasons why the political authority is governed by the law. Besides, the course explains the concept of political parties and their relation to the political regime. It also manifests the significance and means of measuring the public opinion. It clarifies the concept, functions and approaches of the advocacy groups.</p>	
<b>STA 301: Applied Statistics</b>	<b>Prerequisite : CIS 101</b>
<p>This course defines the science of statistics and outlines its significance in collecting, organizing and summarizing data as well as converting them into digital information which enables its users to take proper decisions in their field of business. This course aims at developing the student's knowledge abilities in characterizing and presenting data, and calculating the frequency distribution, measurements of centralization and dispersion. The student shall be also able to analyze and interpret regression, contrast and correlation between several statistical variables. In addition, the course shall enable the student to effectively apply statistical measurements in the field of business administration by testing samples, confidence limits and the application of Chi-squared test ... etc.</p>	
<b>RES 201: Research Methods</b>	<b>Prerequisite: CIS 101, STA 301</b>
<p>This course covers scientific research and its theory in business administration and information systems. It also discusses the proposed strategy, process and problem of the scientific research by collecting, analyzing and coding data and developing a research report for the private and public sectors.</p>	
<b>COM 102: Arabic Language for Media</b>	<b>Prerequisite: None</b>
<p>This course defines the language and points out its function, origin and the significance of the Arabic language as well as its features and means of its protection. It also outlines the concept, functions and objectives of media, elements of the media operation, the relation between mass media and the language and the linguistic reality in mass media. This course also indicates the role of media in teaching the language. It defines the media language in terms of the levels of</p>	

linguistic expression and the most significant features of the media language. This course studies the problem of colloquial accents in media, provides relevant examples and proposes their solutions. The course discusses the relation between media and advertising by pointing out the concept of media, its significance, and features of its language, problems and proposed solutions. Finally, the course researches the common language mistakes, relevant reasons and examples and provides suitable solutions. It also discusses the fragile linguistic performance in mass media in terms of the phenomena of such weakness, reasons and proposed corrective measures.

**COM 206: Translation**

**Prerequisite : ENGA 102**

This course aims at qualifying the student to be a translator / editor who has both translation and editing abilities. The course is a remarkable asset to the student in the field of foreign affairs. It enhances the student’s skills, abilities and tools by mastering the theoretical rules of translation and editing as well as the practical applications on the news of the regional and international agencies. Besides, this course enables the student to adapt the translated news to the local language and publish it in an understandable manner after making the required modifications.

**ADV 207: Digital Photography**

**Prerequisite : COM 101**

This course addresses the art of journalistic photography and the scientific and technical fundamentals of photography. It also explains the idea of operating the camera, parts and types of the film camera as well as the types of lens. The course illustrates the mechanism of photography, photo production, resolution, storage media and digital photography systems.

**COM 401: Public Opinion**

**Prerequisite : PRA 208, ADV 209**

This course defines public opinion in its capacity as one of the collective behavior phenomena which have been originated along with the development of cities. This phenomenon has been developed due to the voluminous variables of contemporary life which predominated the features of the prevalent human civilization. This course aims at familiarizing students with the concept of public opinion, reasons for paying attention to it, types for which a public opinion is classified in accordance with specific standards related to time, number of the involved audience, power of influence and impact and the various factors of forming a public opinion especially the mass media. Through such study, the student shall be able to understand the theories of interpreting the behavior which deals with the phenomenon of public opinion and accordingly, the student shall be able to measure public opinion through objective tools such as polls, surveys, content analysis and public opinion questionnaires.

**COM 101: Communication Skills**

**Prerequisite: None**

This course addresses the issue of human communication, its obstacles, types of various characters and the different and important communication skills required for successfully understanding the human being and dealing with him / her taking into consideration that the human being represents various types of personalities, modes, tempers and inclinations. The students are trained to acquire skills and arts which enable them to successfully master communication with others in the various life environments while considering these skills as keys to realize excellence and leadership. Students have exposure to the phenomena of communicative messages issued by the human being, their connotation and implications such as

the body language, voice and the various methods of dialog and persuasion with other human beings.

<b>PRA 208: Introduction to Public Relations</b>	<b>Prerequisite : COM 101</b>
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This course addresses the description and concept of public relations. It provides the student with the stages, targets and origin of this concept. The course also points out the significance and reasons for deeply getting acquainted with the functions of general management. The course focuses on public opinion, its categories and the possibility of reaching the proper means to measure the public opinion. It also identifies the role of public relations in the field of communication, constituents of communication, and the means used in public communication with the employees, stakeholders and the local community. This course points out how the public relation activity is practiced and the development of the systems of the public relation bodies.

<b>ADV 209: Introduction to Advertising</b>	<b>Prerequisite: PRA 208</b>
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This course defines advertisement in its capacity as one of the means of communication, the factors which assist in paying attention to this communicative activity, its stages, and its relation to the consumer who is the primary target of the advertisement. The course also studies the relation to the market researches which have been conducted on some samples of the society taking into account that they are a preliminary catalyst for the success of the advertisement in its various tendencies. The course points out the used advertising means, formulas of editing advertisements and types of advertising missions. Hence the student shall be acquainted with this science which is governed by a set of models and theories and interpreted by field experimental researches. Such knowledge shall assist in understanding and coordinating the nature of advertising campaigns, factors of their success and the means used in them. The student shall be equipped with the ability to formulate and design advertising messages, know their main components, understand the work mechanisms of specialized advertising agencies, the nature of advertising campaigns and the prerequisites of their success. In addition, the student shall clearly identify the moral principles governing the advertising activity and the regulations and laws regulating it in several Arab and foreign countries.

<b>PRA 301: Organizing and Managing Public Relations (Public Relations Organization and Management)</b>	<b>Prerequisite: PRA 208</b>
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This course provides the student with the definition of the concept, mission and objectives of public relations such as conveying the image of the organization to its audience so that this course shall be a business guide for public relations professionals. The course also manifests the planning process in the public relations, the connection between organization and planning from an applied perspective and taking effective decisions. The course also points out the process of designing the organizational structure, means of its evaluation and its various models. It also defines the effective public relations, identifies and explains the process of level control on the various administrative jobs.

<b>PRA 402: Organizing Special Events in Public Relations</b>	<b>Prerequisite : PRA 303</b>
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This course addresses the significance of making and organizing special events as a tool for harvesting profits for the organization. It also reviews the importance of this industry in touristic promotion and attraction. The course manifests the significance of organizing special events to market the State on the foreign level whether they are sports, political, or cultural events. It also draws attention to the importance of having public relation companies specialized in organizing

special events. These companies shall have deep experience and knowledge of the market needs and requirements. They shall be able to organize special events and provide comprehensive and integrated solutions in the field of managing occasions to the account of organizations, companies and governmental bodies.

**PRA 302: Writing for Public Relations**

**Prerequisite : PRA 208**

This course addresses the executive steps of writing for public relations, its importance, basics of writing, requirements of the proper style, rules of sound writing, types of introductions, headings of the written texts and artistic templates. This course also manifests the advantages, importance, types, formal characteristics, and methods of writing new releases. It indicates the rules of using photos and graphics and the means of evaluating the efficiency of data as well as the method of using such data.

In addition, the course targets at identifying the advertisements of public relations, their significance, objectives, functions, basic elements and methods of measuring their effectiveness. It also presents the creative strategy in the public relations advertisement and the legal aspects of writing for public relations.

**PRA 411: Public Relations and Crisis Management**

**Prerequisite : PRA 301**

This course represents an effort to define the methods of confronting crises on the part of the Public Relations cadres in order to maintain the reputation of the organization, work towards its sustainability, take the required precautions with respect to crises, and attempt to contain or minimize their negative effects on the organization. The course aims at developing the knowledge abilities of the students with regard to understanding the crisis, its repercussions, connotations and the reasons leading to the origination of crises such as the humanitarian and administrative reasons. It also presents the features and characteristics of the crisis and the requirements needed to overcome it. The course targets at making the student able to plan in order to confront the crises and figure out their solutions and effectively deal with them. It also delineates the prerequisites and principles of the student's success in this respect.

**PRA 303: Production of Information Materials in the field of Public Relations**

**Prerequisite : CIS 204, ADV 207**

This course defines the concepts related to the preparation and production of media materials for public relations such as protocols and events. It points out the elements of building and designing the publications of public relations as well as their artistic basics. The course targets at explaining the steps of preparing and producing audio (radio) and video (TV) materials for public relations, the relation between the Internet and public relations, fields of using the new media, interactive media and means of its utilization through communication technology in order to realize the objectives of public relations.

**PRA 401: Public Relation Campaigns**

**Prerequisite : PRA 302**

This course aims at introducing a set of theoretical and applied knowledge related to public relation campaigns including the explanation and implementation of the systematic steps on which the public relation campaigns rely such as planning, organizing and using mass media and means of promotion. The course also targets at developing the knowledge abilities of the student in the communication skills related to identifying the target audience, scheduling the campaign,

evaluating, and writing reports. The student is required to be promoted to the level of completely mastering the preparation, design and execution of an entire campaign and detection of the points of strength and weakness such as knowing the most effective means in the campaign whether in public or private communication. In addition, the course aims at enabling the student to theoretically and practically plan, design and executes public relation campaigns. It also covers some previous mistakes of other campaigns made by various organizations.

<b>PRA 304: Protocol and Etiquette</b>	<b>Prerequisite: PRA 208</b>
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This course defines the concept, origin and development of official and diplomatic protocol as well as the bodies assuming the old and contemporary official and diplomatic protocol and visit cards. The course targets at developing the skills related to the etiquette of speech, listening, dealing and courtesies in the official and diplomatic fields. The course explains the priorities in the field of diplomatic consular missions, priorities among countries, gifting and granting medals, types and methods of preparing banquettes, and the rules of raising and half-masting flags. The course also sets out the classification of official uniforms for both men and women in the international events. It points out the privileges and immunity of delegations in the international conferences as well as the methods and rules of etiquette followed in organizing them.

<b>PRA 305: Online Public Relations (E)</b>	<b>Prerequisite : CIS 204, ADV 207</b>
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The objective of this course is to provide an overview of how people in the Public Relations (PR) field use visual communications to meet various organizational objectives. Students explore how memorable visual messages with text have the greatest effect to inform, educate and persuade individuals. The course will help students navigate through the vast amount of visual stimulation by introducing them to the principles of visual literacy. It also involves discovering why some images are remembered while most are not through the critical examination of visual communications in newspapers, magazines, television, film, and new media. Students learn how to interpret visual representations from these theoretical perspectives and how to apply these theories strategically in the work they produce. They will actively apply these principles while getting hands-on experience in the techniques and contemporary applications in visual media—specifically print and electronic publication production as they apply to the PR profession. Practical coursework involves learning to use some of the standardized industry software, including Adobe InDesign CS6, Adobe Photoshop CS6, and the Word Press to produce fliers, logos, brochures, and portions of websites.

<b>PRA 404: Field Training in Public Relations</b>	<b>Prerequisite: Completing 105 credit hours</b>
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This course addresses the practical training of students in the public and private companies specialized in public relations as well as academic and practical supervision during training. The students shall provide reports on the nature of missions performed during training, in addition to the acquired skills and the difficulties encountered. These reports shall be discussed by the academic supervisor.

<b>PRA 405: Graduation Project in Public Relations</b>	<b>Prerequisite : RES/ 201</b>
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During this course, students shall present a graduation project in the field of public relations. The project shall study the public relations in a public or private organization in the United Arab

Emirates. Alternatively, students may develop a web site for an organization, produce a set of in-house publications such as a magazine, circular or guide manual. Students may organize a private exhibition or event.

**PRA 406: Social Marketing (Elective)**

**Prerequisite : PRA 208, ADV 209**

This course aims at familiarizing students with the concept of social marketing and comparing it to other marketing concepts. This course shall assist in developing the knowledge abilities of the student in this respect. This subject includes issues such as the concept of social marketing, the relation between social marketing and commercial marketing, theories and models of social marketing, planning strategies in social marketing campaigns, methods of persuasion and mission building in social marketing campaigns, social marketing in non-profit, non-governmental organization and political marketing.

**PRA 306: Ethics of Public Relations (Elective)**

**Prerequisite : 208**

This course addresses the concept and ethics of public relations as well as the significance of such ethics in public relation organizations. The course also covers the legislations and laws regulating this profession as well as the proper means to deal with the various problems and cases facing the organizations. It explains the code of ethics regulating the public relation profession, its origin, development, benefits, features and the variables and elements affecting adherence to professional ethics. In addition, the course points out the moral codes of the public relations and their relation to professional organizations.

**PRA 307: Integrated Marketing Communications (Elective)**

**Prerequisite : PRA 208, ADV 209**

The study of this course relies on the modern concept of the operation of the Integrated Marketing Communications which includes the coordination based on integration between all activities of advertising, publishing, personal sale, direct marketing and the means of activating sales. This operation also includes the relation between all these activities and planning, organization, measuring effectiveness and developable evaluation so as to guarantee the integration of all these activities.

**PRA 407: Organizations Reputation Management (Elective)**

**Prerequisite : PRA 208**

This course addresses the means of **managing the strategic reputation of the organization in terms of communications and tactics used in reputation management.** The course also targets at equipping the students with the skills of managing cases, risks and crises as well as the proper and modern means of solving them and successful planning to deal with them.

**PRA 308: Direct Marketing (Elective)**

**Prerequisite : PRA 208, ADV 209**

This course identifies the concept, features, defects, methods and main objectives of direct marketing. The course aims at developing the knowledge abilities of the students in this field so that they shall be able to differentiate between direct marketing and public advertisement. In addition, students shall be familiarized with the elements which assist in the growth and development of direct marketing in addition to the stages of using direct marketing in the



marketing strategy. Finally, the course aims at enabling the student to realize the significance and method of using the database in the field of direct marketing.

**PRA 309: International Public Relations (Elective)**

**Prerequisite : PRA 208**

This course provides the student with the concepts of international relations in the field of addressing the internal audience of the international organization in addition to its external audience. The course also identifies the peculiarities and fields of public relations and explains the basic elements on which the organizations rely in order to communicate their mission to influence the audience and communicate with them so as to be able to positively deal with the organization. This course addresses the skills of dealing with others by deepening the concept of the audience's various cultures. This course leads to a deep understanding of the field of using modern approaches in the realm of public relations, the role of the communication operations in supporting and enhancing public relations and identifying the types of public communication.

**PRA 408: Art of Persuasion (Elective)**

**Prerequisite : PRA 208**

This course introduces the concept of persuasion as one of the important communication skills in the various functions of life and human interaction and as a basic leadership, administrative and marketing skill. Besides, the course refers to the ability to influence by manifesting the tools which assist in persuading others through arguments, statements, corroborating the concept of credibility, inculcating their confidence, detecting their ideas, understanding the catalysts of persuasion and the means of using them in order to realize the effectiveness and efficiency of the dialog and providing the student with the various persuasion skills.

**PRA 409: Organizational Communication (Elective)**

**Prerequisite : PRA 208**

This course targets at explaining and analyzing the types and forms of organizational communication in the business organization. In addition, it focuses on explaining the various theoretical and applied knowledge related to organizational communication such as basic concepts, using modern technology in organizational communication, examples and levels of organizational communication, sources of information in the organization, means of communication in the organization and approaches of managing disputes.

**PRA 410: Marketing Research (Elective)**

**Prerequisite : PRA 208, ADV 209**

This course defines the concept, significance and objectives of market research. It aims at developing the students' knowledge abilities in this field so that they shall be able to design the marketing research and implement its steps by collecting its preliminary and secondary data through using questionnaire, relying on samples, and generalizing them on the relevant community. Finally, students shall be able to consistently and coherently write a market research.

**LAW 101: Introduction to Law (Elective)**

**Prerequisite: None**

The course discusses the general theory of law including the definition of law, features of the legal rule, various branches of the law, formal and explanatory sources, scope of applying the law in terms of place and time and studying the interpretation of the legal rule. This course also studies the legal personality, feature, types and resultant effects of acquiring it. This subject also includes studying the general theory of rights such as the definition of a right, its elements, types, parties and means of its protection and ascertainment.

<b>HIS 210: History of the Arab Gulf Countries (Elective)</b>	<b>Prerequisite : UAE/A 201</b>
<p>This course aims at familiarizing the students with the identity of the ancient inhabitants of the Gulf during the Stone Age, Hellenic Age, and the Parthian Age. The course illustrates the history of Arabs during the Islamic period and the Islamic conquests. It points out the concepts of forming the Karamathian and Uyunid emirates in the Gulf. The course also enables the student to interpret the struggle on the Gulf during the eras of the Portuguese, Safavids and Ottomans. It refers to the role of England in the Gulf and analyzes the nature of man and the origin of the political formation in the Gulf. This course enables the student to acquire the skills necessary to get acquainted with the history of the Gulf (Trucial States) from 1820 AD till independence. Besides, it discusses the political developments and the oil economy in the Gulf during the twentieth century.</p>	
<b>LAW 304: Regional and International Organizations (Elective)</b>	<b>Prerequisite : COM 101</b>
<p>This course studies the international organizations in terms of their definition, origin and development. It focuses on studying the general rules of the global organization, the legal personality of the international organization, as well as the types, role and powers of the international organizations. The course extensively presents the UN and some regional organizations such as the Arab League and the Cooperation Council of the Arab Gulf countries.</p>	
<b>ENV 303: Renewable Energy Sources (Elective)</b>	<b>Prerequisite :COM 101</b>
<p>This course identifies the sources of renewable energy and its significance. It also presents the energy resources and conversions from traditional methods and the demand on energy. The course presents fossil, solar, wind, water, biological and nuclear energy. It studies energy, economics and environment as well as renewable energy in the United Arab Emirates, its history, applications and importance.</p>	
<b>PRA 403: Information Society (Elective)</b>	<b>Prerequisite : COM 101</b>
<p>This course provides a comprehensive idea on the concept, origin and most important theories of the Information Community. It explains to the students the features and indicators of the Information Community. The course also provides the student with the opportunity to analyze the significance, prerequisites and constituents of the classifications of the information industry and evaluate the most important Arab and international tendencies towards the Information Community. In addition, the course qualifies the student to point out the influence and role of libraries in the Information Community. Besides, it enables the student to test the quality of the electronic library programs at the open education system and the quality of performance at the academic sections of libraries and information.</p>	
<b>COM 304: Social Networking (Elective)</b>	<b>Prerequisite : CIS 204</b>
<p>This course addresses the modern means of communication in the societies and the effect of social networking in promoting societal ties and interaction between the various generations. The course also points out the political, social and economic aspects of the new media and its interaction with the society as well as the negative roles of these aspects. The course introduces the advantages of the various social networking sites, their relevant pros and cons, features of e-journalism and means of controlling it. This course also presents the features of the new media which differentiate it from traditional media.</p>	
<b>MGT 101: Introduction to Business (Elective)</b>	<b>Prerequisite: None</b>

This course provides an overview of the main administrative functions with a special emphasis on planning, organization, leadership and control.

**ADV 405: Multimedia (Elective)**

**Prerequisite : CIS 204**

This course defines the concept of multimedia by outlining the various features of its elements and types as well as the fields of its use and the means of its presentation. This course aims at developing the student's knowledge skills in utilizing hardware in producing multimedia. It also targets at enabling the student to differentiate between the features and standards of the production and authoring programs in order to create various applications. In addition, it qualifies the student to design and evaluate the steps, stages and standards of producing and selecting multimedia programs.

**ADV 309: Graphic Art (Elective)**

**Prerequisite : CIS 204**

This course defines graphic design, its significance, history of its origin, fields of its application and the bases of its success. The course enables the student to differentiate between the types of publications and graphic design as well as between the pictorial, visual, relational and applied elements and the primary and accessory principles of the graphic design. This course also qualifies the student to evaluate Spenser's classification of the art work. The course prepares the student to plan the suitable grid and identify the significance and the relation between the grids and balance. Finally, the course qualifies the students to design a logo or slogan by using graphic design.

**ADV 305: Design Fundamentals (Elective)**

**Prerequisite : CIS 204**

This course stresses on the importance, function, influential factors, raw materials, used tools and modern trends of design. It allows the student to use the types, space, movement, and nature of the font and differentiate between its optical and chromatic value, measure the dimensions of fonts and their chromatic values and compare between the straight and zigzag fonts in the Arabic calligraphy and Islamic ornamentation. The course also qualifies the student to discuss the psychology of understanding the color and the meanings related to colors, their effect on the design and color harmony or contrast and its relation to the graphic art (in the art of media and advertising). In addition, the course qualifies the student to evaluate the types of the shape formations, their relation to the (negative and positive) space, the font relation, principles of forming the shape, printing designer and the community. The student shall be able to assess the relation of the shape unity, diversification, types of balance between the shapes of artistic work and types of rhythms in design. This course allows the students the opportunity to practice these skills and apply them in diversified means in a manner which enables them to realize their personal objectives and artistic ideas by designing a model which takes into consideration the elements of design and time in its capacity as a basic unit for building the design components.

**PRA 412: Organizing Fairs and Festivals (Elective)**

**Prerequisite : PRA 208**

This course covers: the definition of genesis and evolution of the concept of exhibitions, the diversity of significance of exhibition title and the history and characteristics of the markets and Arab and foreign exhibitions. The course aims at developing the student's cognitive abilities in the types of exhibitions and the reasons for the different classifications and the most important obstacles and mistakes that should be avoided when holding exhibitions and festivals. The course also seeks to enable the student to determine the justification and the importance of exhibitions

for the organizers, companies, visitors and States, in addition to analyze how festivals and events can be managed through tourism system and the relationship between the host community and visitors, and how to share the culture of the communities during festivals, besides studying the economic importance of fairs and festivals and the nature of the spatial capacity and production capacity of the festival. Thereby improving the student in order to be able to assess the idea, strategies and the results of participating in exhibitions.

## Bachelor of Public Relations and Advertising: Advertising

### Degree requirements

#### Degree Requirements – Advertising

Component	Courses	Credit Hours
General Education	11	33
Program Core Courses	13	39
Program Elective	4	12
Program Specialization Courses	10	30
Specialization Elective	4	12
<b>Total Required</b>	<b>42</b>	<b>126</b>

### Study Plan

#### 1- General Education Courses (11 courses covering 33 credit hours)

Sr.	Course Number	Course Name	Credit Hours
1	CIS 101	Computer Fundamentals	3
2	ENGA 101	English I	3
3	ENGA 102	English II	3
4	HUMA 101	Critical Thinking	3
5	ENVA 201	Introduction to Environmental Science	3
6	SCI 101	Science and Life	3
7	ISLA 201	Islamic Studies in Arabic	3
8	PSYA 101	Introduction to Psychology	3
9	SSSA 101	Study Skills	3
10	UAEA 201	UAE Studies in Arabic	3
11	MGT 310	Innovation and Entrepreneurship	3
<b>Total</b>			<b>33</b>

#### 2- Mandatory Program Courses (13 courses covering 39 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	COM	101	Communication Skills	3	–	3	First	
2.	COM	102	Arabic Language for Media	3	–	3	First	

3.	EOCA	201	Principles Economics	3	–	3	Second	
4.	POL	202	Introduction to Political Sciences	3	–	3	Second	COM101
5.	SOCA	101	Introduction to Sociology	3	–	3	Second	
6.	CIS	204	Computer Applications (E)	2	2	3	Second	CIS101
7.	RES	201	Research Methods	3	–	3	Second	CIS101, STA301
8.	COM	206	Translation	3	–	3	Second	ENGA102
9.	ADV	207	Digital Photography	2	2	3	Second	COM101
10.	PRA	208	Introduction to Public Relations	3	–	3	Second	COM101
11.	ADV	209	Introduction to Advertising	3	–	3	Second	PRA208
12.	STA	301	Applied Statistics	3	–	3	Third	CIS 101
13.	COM	401	Public Opinion	3	–	3	Fourth	PRA208 ADV209

**3- Elective Program Courses (4 courses selected by the student out of 11 courses covering 12 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	HIS	210	History of the Arab Gulf Countries	3	–	3	Second	UAEA201
2.	LAW	101	Introduction to Law	3	–	3	Third	
3.	ENV	303	Renewable Energy Sources	3	–	3	Third	COM101
4.	COM	304	Social Networking	2	2	3	Third	CIS204
5.	ADV	305	Design Fundamentals	2	2	3	Third	CIS204
6.	ADV	309	Graphic Art	2	2	3	Third	CIS204
7.	MGT	101	Introduction to Business	3	–	3	Third	
8.	LAW	304	Regional and International Organizations	3	–	3	Fourth	COM101
9.	PRA	403	Information Society	3	–	3	Fourth	COM101
10.	PRA	412	Organizing Fairs and Festivals	3	–	3	Fourth	PRA208
11.	ADV	405	Multimedia	2	2	3	Fourth	CIS204

**4- Mandatory Specialization Courses (10 courses covering 30 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	ADV	201	Computer Applications on Advertising	3	–	3	Third	CIS 204, ADV 207
2.	ADV	303	Advertising Management	2	2	3	Third	ADV 209
3.	ADV	301	Writing Advertising Texts	2	2	3	Third	ADV 209, ADV 207
4.	ADV	302	Printed Advertisement	3	–	3	Third	ADV 201

5.	ADV	401	Electronic Advertising (E)	2	2	3	Third	ADV 201
6.	ADV	402	Creative Advertising Strategies	2	2	3	Fourth	ADV 301
7.	ADV	411	Advertising Campaigns Planning	3	–	3	Fourth	ADV 301, ADV 303
8.	ADV	403	Radio and Television Advertising	2	2	3	Fourth	ADV 201
9.	ADV	412	Field Training in Advertising	120 Training Hours		3	3	Completing 105 credit hours
10.	ADV	406	Graduation Project in Advertising	1	4	3	Fourth	RES 201

**5- Elective Specialization Courses (4 courses selected by the student out of 9 courses covering 12 credit hours)**

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	ADV	306	Advertising Promotion and Exhibitions	3	–	3	Third	ADV 209
2.	ADV	304	E-Marketing	3	–	3	Third	ADV 201
3.	ADV	310	Production of Television Advertising	3	–	3	Third	ADV 201
4.	ADV	307	Roads Advertisement	3	–	3	Third	ADV 201
5.	ADV	308	Integrated Marketing Communications	3	–	3	Fourth	ADV 209, PRA 208
6.	ADV	407	Consumer Behavior	3	–	3	Fourth	ADV 306
7.	ADV	408	Presentation Skills	3	–	3	Fourth	COM 101
8.	ADV	409	Advertising Economics	3	–	3	Fourth	ADV 303
9.	ADV	410	International Advertising Campaigns	3	–	3	Fourth	ADV 301

**Course Descriptions**

Description of the core and specialization courses

<b>ECO 201: Principles of Economics</b>	<b>Prerequisite: None</b>
This course includes important and vital subjects which enable the student to understand economics, the economic problem and business mechanisms by studying and analyzing the theory of supply and demand and studying the various types of flexibility on the microeconomic level. In addition, the course studies and analyzes important subjects on the macroeconomic level such as the national income, unemployment, inflation, financial and cash policy, foreign trade, balance of payments and the various economic systems.	
<b>POL 202: Introduction to Political Sciences</b>	<b>Prerequisite : COM 101</b>

This course addresses the definition of politics, its historical development, subjects, and relation to other social sciences. In addition, it defines the concept of the theory of the State, political authority and the reasons why the political authority is governed by the law. Besides, the course explains the concept of political parties and their relation to the political regime. It also manifests the significance and means of measuring the public opinion. It clarifies the concept, functions and approaches of the advocacy groups.

**STA 301: Applied Statistics** **Prerequisite : CIS 101**

This course defines the science of **statistics and outlines its significance in collecting, organizing** and summarizing data as well as converting them into digital information which enables its users to take proper decisions in their field of business. This course aims at developing the student’s knowledge abilities in characterizing and presenting data, and calculating the frequency distribution, measurements of centralization and dispersion. The student shall be also able to analyze and interpret regression, contrast and correlation between several **statistical** variables. In addition, the course shall enable the student to effectively apply statistical measurements in the field of business administration by testing samples, confidence limits and the application of Chi-squared test ... etc.

**RES 201: Research Methods** **Prerequisite: CIS 101, STA 301**

This course covers scientific research and its theory in business administration and information systems. It also discusses the proposed strategy, process and problem of the scientific research by collecting, analyzing and coding data and developing a research report for the private and public sectors.

**COM 102: Arabic Language for Media** **Prerequisite: None**

This course defines the language and points out its function, origin and the significance of the Arabic language as well as its features and means of its protection. It also outlines the concept, functions and objectives of media, elements of the media operation, the relation between mass media and the language and the linguistic reality in mass media. This course also indicates the role of media in teaching the language. It defines the media language in terms of the levels of linguistic expression and the most significant features of the media language. This course studies the problem of colloquial accents in media, provides relevant examples and proposes their solutions. The course discusses the relation between media and advertising by pointing out the concept of media, its significance, and features of its language, problems and proposed solutions.

Finally, the course researches the common language mistakes, relevant reasons and examples and provides suitable solutions. It also discusses the fragile linguistic performance in mass media in terms of the phenomena of such weakness, reasons and proposed corrective measures.

**COM 206: Translation** **Prerequisite : ENGA 102**

This course aims at qualifying the student to be a translator / editor who has both translation and editing abilities. The course is a remarkable asset to the student in the field of foreign affairs. It enhances the student’s skills, abilities and tools by mastering the theoretical rules of translation and editing as well as the practical applications on the news of the regional and international agencies. Besides, this course enables the student to adapt the translated news to the local language and publish it in an understandable manner after making the required modifications.

**CIS 204: Computer Applications** **Prerequisite : CIS 101**



This course introduces the Mac operating system, explains some of the image and video design concepts, and how to deal with images and video software. These include Adobe Photoshop, Adobe Illustrator and Final Cut Pro X programs. Students explore essential graphics and video design skills.

**ADV 207: Digital Photography**

**Prerequisite : COM 101**

This course addresses the art of journalistic photography and the scientific and technical fundamentals of photography. It also explains the idea of operating the camera, parts and types of the film camera as well as the types of lens. The course illustrates the mechanism of photography, photo production, resolution, storage media and digital photography systems.

**COM 401: Public Opinion**

**Prerequisite : PRA 208, ADV 209**

This course defines public opinion in its capacity as one of the collective behavior phenomena which have been originated along with the development of cities. This phenomenon has been developed due to the voluminous variables of contemporary life which predominated the features of the prevalent human civilization. This course aims at familiarizing students with the concept of public opinion, reasons for paying attention to it, types for which a public opinion is classified in accordance with specific standards related to time, number of the involved audience, power of influence and impact and the various factors of forming a public opinion especially the mass media. Through such study, the student shall be able to understand the theories of interpreting the behavior which deals with the phenomenon of public opinion and accordingly, the student shall be able to measure public opinion through objective tools such as polls, surveys, content analysis and public opinion questionnaires.

**COM 101: Communication Skills**

**Prerequisite: None**

This course addresses the issue of human communication, its obstacles, types of various characters and the different and important communication skills required for successfully understanding the human being and dealing with him / her taking into consideration that the human being represents various types of personalities, modes, tempers and inclinations. The students are trained to acquire skills and arts which enable them to successfully master communication with others in the various life environments while considering these skills as keys to realize excellence and leadership. Students have exposure to the phenomena of communicative messages issued by the human being, their connotation and implications such as the body language, voice and the various methods of dialog and persuasion with other human beings.

**PRA 208: Introduction to Public Relations**

**Prerequisite : COM 101**

This course addresses the description and concept of public relations. It provides the student with the stages, targets and origin of this concept. The course also points out the significance and reasons for deeply getting acquainted with the functions of general management. The course focuses on public opinion, its categories and the possibility of reaching the proper means to measure the public opinion. It also identifies the role of public relations in the field of communication, constituents of communication, and the means used in public communication with the employees, stakeholders and the local community. This course points out how the public relation activity is practiced and the development of the systems of the public relation bodies.

**ADV 209: Introduction to Advertising**

**Prerequisite: PRA 208**

This course defines advertisement in its capacity as one of the means of communication, the factors which assist in paying attention to this communicative activity, its stages, and its relation to the

consumer who is the primary target of the advertisement. The course also studies the relation to the market researches which have been conducted on some samples of the society taking into account that they are a preliminary catalyst for the success of the advertisement in its various tendencies. The course points out the used advertising means, formulas of editing advertisements and types of advertising missions. Hence the student shall be acquainted with this science which is governed by a set of models and theories and interpreted by field experimental researches. Such knowledge shall assist in understanding and coordinating the nature of advertising campaigns, factors of their success and the means used in them. The student shall be equipped with the ability to formulate and design advertising messages, know their main components, understand the work mechanisms of specialized advertising agencies, the nature of advertising campaigns and the prerequisites of their success. In addition, the student shall clearly identify the moral principles governing the advertising activity and the regulations and laws regulating it in several Arab and foreign countries.

<b>ADV 201: Computer Applications on Advertising</b>	<b>Prerequisite: CIS 204, ADV 207</b>
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This course deals with the importance of the computer's use of its hardware for input, operation, output, storage and external transport units, and its relationship to production processes for advertising. The student also studies and trains practically on computer software used in specialization, especially publishing software, Adobe-Photoshop, Adobe in design and some animation and three-dimensional software.

<b>ADV 301: Writing Advertising Texts</b>	<b>Prerequisite: ADV 209, ADV 207</b>
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This course aims to study how to prepare the editorial material for advertising messages in order to form a targeted public opinion and also prepare the targeted editorial article for different advertising means while defining the dimensions of the content formulation and its contents and the effects of writing and drafting and its effectiveness on the stages of the psychological and communication impact of the target audience and taking into account the difference of the audience and the means with practical applications prepared by the student.

<b>ADV 303: Advertising Management</b>	<b>Prerequisite: ADV 209</b>
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Through this course, students will get acquainted with the general concept of management science, especially advertising management through an integrated scientific administrative study of what is taking place inside specialized facilities in this field with a study of advertising activity plans and the role of management to achieving goals and strategies of messages and methods used, managing decisions and standards set according to the budgets and studying economic feasibility inside advertising and media establishments.

<b>ADV 302: Printed Advertisement</b>	<b>Prerequisite: ADV 201</b>
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This course aims for the student to study all forms of printed advertising after learning about a historical introduction to printing and its development and techniques until we reach modern applications in the field of printed advertising and that includes press advertising (newspapers and magazines), fixed and mobile external ads, printed promotional ads in self-service centers and Study the design elements in each of them and the basics of designing them, including the process of separating colors, printing methods, types of paper, inks, materials, and printing techniques, and training students on applied models through working groups.

<b>ADV 401: Electronic Advertising (E)</b>	<b>Prerequisite: ADV 201</b>
<p>This course introduces students to the various institutions that use the Internet to achieve advertising goals for communicating directly with buyers, highlighting the organization, and increasing sales. The course shows students how to take advantage of online content to communicate the right information to the right people at the right time for a small portion compared to the cost of mega advertising campaigns. Students learn how to evaluate, develop and implement web-based advertising and promotional campaigns while exploring topics and ideas for online advertising and marketing. Most classes include discussion of topics related to online advertising and marketing, as well as laboratory and multimedia practical sessions.</p>	
<b>ADV 402: Creative Advertising Strategies</b>	<b>Prerequisite: ADV 301</b>
<p>In this course, the student studies the meaning of creativity and innovative thinking in terms of the stages through which the innovative process and its components and creative strategies in the field of advertising and how to design and prepare them with the use of influential persuasive strings through practical and research steps that include practical stages so that the student is able to prepare and analyze innovative advertising messages through working groups.</p>	
<b>ADV 411: Advertising Campaigns Planning</b>	<b>Prerequisite: ADV 301, ADV 303</b>
<p>This course introduces advertising campaigns, examines their components and models of audience trends, analyzes the strategies of advertising campaigns, the planning process, studying the mixing of means, what their relationship to the target audience is, how to prepare financial allocations and scheduling, studying pre-test and post-test, and evaluating campaigns to ensure their success.</p>	
<b>ADV 412: Field Training in Advertising</b>	<b>Prerequisite: Completing 105 credit hours</b>
<p>Students are divided into working groups to be trained in public and private advertising establishments and agencies, as they acquire practical skills through applying what they have learned in the Printed Advertisement course and the Radio and Television Advertising course through a workshop of training on design and photography for business, and training on technical foundations and the skills of executive acquisition, choosing the appropriate materials and prepare printing samples. Students submit reports on the nature of the tasks they performed during the training period, as well as the skills they acquired and the difficulties they encountered during the training period, and these reports are discussed by the academic supervisor.</p>	
<b>ADV 403: Radio and Television Advertising</b>	<b>Prerequisite: ADV 201</b>
<p>This course introduces the development of radio and television, their characteristics and components of advertising in each of them, and to identify the advantages of each of them as mass advertising means, and to address their modern technologies and their impact on advertising. This course is also exposing students to the methods of preparing and designing advertisements in radio and television, their different types and the related technical means. Students are practically trained to do this through working groups in the setting places.</p>	
<b>ADV 406: Graduation Project in Advertising</b>	<b>Prerequisite: RES 201</b>

In this course, students experiment with planning, design and implementation of an integrated advertising campaign through working groups that simulate what is happening in the advertising market in a practical way, collective work is done through an integrated work team where students choose the title of the graduation project and go through preparation, research, information gathering and opinion polls and analysis to get Indicators that help them define an advertising strategy and designs that include thoughtful, innovative ideas that the group will implement and then present to the evaluation committee.

**ADV 306: Advertising Promotion and Exhibitions (Elective)**

**Prerequisite: ADV 209**

Through this course, students learn about promotional studies, what is related to the promotional mix, the factors influencing the formulation of these strategies and their relationship to advertising activities, publishing, personal selling and sales promotion through processes related to managing display windows, holding exhibitions and festivals, and all means supporting sales fairs in self-service stores.

**ADV 304: E-Marketing (Elective)**

**Prerequisite: ADV 201**

This course seeks to provide students with the latest skills to deal with the Internet and do practical applications by designing and implementing forms of advertising service for specific institutions, products or brands, while examining the types of these applications and graphic programs related to their design and implementation, while introducing students to the ethics applied in this field.

**ADV 307: Roads Advertisement (Elective)**

**Prerequisite: ADV 201**

In this course, the student studies everything related to external advertisements, whether fixed or on transportation, methods of design and implementation, and how to manage them, including studying laws and legislations regulating them. The course also deals with a study of all types of external advertisements with their different names, also studying and analysing global and local samples in addition to study the raw materials and the printing methods used in its execution.

**ADV 308: Integrated Marketing Communications (Elective)**

**Prerequisite: ADV 209, PRA 208**

The study for this course is based on the modern concept of the integrated marketing communication process, which includes coordination based on the integration of all advertising, publishing, personal selling, advertisement, direct marketing and means of sales promotion. This course also includes the relationship of all these activities to planning, organizing, measuring effectiveness and assessing the development of those activities to ensure their integration.

**ADV 310: Production of Television Advertising (Elective)**

**Prerequisite: ADV 201**

In this course, the student studies the foundations of filming television ads in all its forms and artistic styles, after studying the types of cameras and lighting units and the relationship of filming techniques, whether internal or external and the study of directing and editing to achieve and train on the communication goals of the advertisement.

**ADV 407: Consumer Behavior (Elective)**

**Prerequisite: ADV 306**

This course aims to make the student fully conversant with the psychological studies of consumers and recipients before preparing the communication processes by studying all the different aspects of consumer behavior, influencing factors, types of perception and trends, motives and needs and their link to instincts. Study all these theories and their connection to advertising and decision-making processes and how to use persuasive strings of positive effect with examining and editing some samples.

**ADV 408: Presentation Skills (Elective)**

**Prerequisite: COM 101**

This course aims to provide students with a set of communication skills related to their success in the media field, especially in the field of advertising, where the course addresses the method of speaking, listening, expression, methods and theories of influence and persuasion. Students are also trained to use the communication methods and techniques during presentation to ensure the creation of persuasion and the achievement of communication goals.

**ADV 409: Advertising Economics (Elective)**

**Prerequisite: ADV 303**

This course deals with all topics related to economic factors associated with advertising operations through studying the economic theoretical foundations and their applications before selecting the correct methods and planning the campaigns where there is a correlation between the cost and the revenue must be taken into consideration and identified before making decisions, in addition, studying the applications related to the technical feasibility study that can be converted, in the end, to an economic feasibility study.

**ADV 410: International Advertising Campaigns (Elective)**

**Prerequisite: ADV 301**

In this course, the student studies international advertising from an applied conceptual perspective, and discusses the international advertising and international advertising campaigns with their broad concepts and capable of disseminating ideas internationally with the possibility of applying them locally (for each country according to the variables related to the quality of the audience) after a marketing, promotional, cultural and social study and its relationship to the behaviour of local consumers. In addition to studying and analysing examples from these international campaigns.

**LAW 101: Introduction to Law (Elective)**

**Prerequisite: None**

The course discusses the general theory of law including the definition of law, features of the legal rule, various branches of the law, formal and explanatory sources, scope of applying the law in terms of place and time and studying the interpretation of the legal rule. This course also studies the legal personality, feature, types and resultant effects of acquiring it. This subject also includes studying the general theory of rights such as the definition of a right, its elements, types, parties and means of its protection and ascertainment.

**HIS 210: History of the Arab Gulf Countries (Elective)**

**Prerequisite : UAE/A 201**

This course aims at familiarizing the students with the identity of the ancient inhabitants of the Gulf during the Stone Age, Hellenic Age, and the Parthian Age. The course illustrates the history of Arabs during the Islamic period and the Islamic conquests. It points out the concepts of forming the Karamathian and united emirates in the Gulf. The course also enables the student to interpret the struggle on the Gulf during the eras of the Portuguese, Safavids and Ottomans. It refers to the role of England in the Gulf and analyzes the nature of man and the origin of the political formation in the

Gulf. This course enables the student to acquire the skills necessary to get acquainted with the history of the Gulf (Trucial States) from 1820 AD till independence. Besides, it discusses the political developments and the oil economy in the Gulf during the twentieth century.

**LAW 304: Regional and International Organizations (Elective) Prerequisite : COM 101**

This course studies the international organizations in terms of their definition, origin and development. It focuses on studying the general rules of the global organization, the legal personality of the international organization, as well as the types, role and powers of the international organizations. The course extensively presents the UN and some regional organizations such as the Arab League and the Cooperation Council of the Arab Gulf countries.

**ENV 303: Renewable Energy Sources (Elective) Prerequisite :COM 101**

This course identifies the sources of renewable energy and its significance. It also presents the energy resources and conversions from traditional methods and the demand on energy. The course presents fossil, solar, wind, water, biological and nuclear energy. It studies energy, economics and environment as well as renewable energy in the United Arab Emirates, its history, applications and importance.

**PRA 403: Information Society (Elective) Prerequisite : COM 101**

This course provides a comprehensive idea on the concept, origin and most important theories of the Information Community. It explains to the students the features and indicators of the Information Community. The course also provides the student with the opportunity to analyze the significance, prerequisites and constituents of the classifications of the information industry and evaluate the most important Arab and international tendencies towards the Information Community. In addition, the course qualifies the student to point out the influence and role of libraries in the Information Community. Besides, it enables the student to test the quality of the electronic library programs at the open education system and the quality of performance at the academic sections of libraries and information.

**COM 304: Social Networking (Elective) Prerequisite : CIS 204**

This course addresses the modern means of communication in the societies and the effect of social networking in promoting societal ties and interaction between the various generations. The course also points out the political, social and economic aspects of the new media and its interaction with the society as well as the negative roles of these aspects. The course introduces the advantages of the various social networking sites, their relevant pros and cons, features of e-journalism and means of controlling it. This course also presents the features of the new media which differentiate it from traditional media.

**MGT 101: Introduction to Business (Elective) Prerequisite: None**

This course provides an overview of the main administrative functions with a special emphasis on planning, organization, leadership and control.

**ADV 405: Multimedia (Elective) Prerequisite : CIS 204**

This course defines the concept of multimedia by outlining the various features of its elements and types as well as the fields of its use and the means of its presentation. This course aims at developing the student's knowledge skills in utilizing hardware in producing multimedia. It also targets at enabling the student to differentiate between the features and standards of the production and

authoring programs in order to create various applications. In addition, it qualifies the student to design and evaluate the steps, stages and standards of producing and selecting multimedia programs.

**ADV 309: Graphic Art (Elective)**

**Prerequisite : CIS 204**

This course defines graphic design, its significance, history of its origin, fields of its application and the bases of its success. The course enables the student to differentiate between the types of publications and graphic design as well as between the pictorial, visual, relational and applied elements and the primary and accessory principles of the graphic design. This course also qualifies the student to evaluate Spenser’s classification of the art work. The course prepares the student to plan the suitable grid and identify the significance and the relation between the grids and balance. Finally, the course qualifies the students to design a logo or slogan by using graphic design.

**ADV 305: Design Fundamentals (Elective)**

**Prerequisite : CIS 204**

This course stresses on the importance, function, influential factors, raw materials, used tools and modern trends of design. It allows the student to use the types, space, movement, and nature of the font and differentiate between its optical and chromatic value, measure the dimensions of fonts and their chromatic values and compare between the straight and zigzag fonts in the Arabic calligraphy and Islamic ornamentation. The course also qualifies the student to discuss the psychology of understanding the color and the meanings related to colors, their effect on the design and color harmony or contrast and its relation to the graphic art (in the art of media and advertising). In addition, the course qualifies the student to evaluate the types of the shape formations, their relation to the (negative and positive) space, the font relation, principles of forming the shape, printing designer and the community. The student shall be able to assess the relation of the shape unity, diversification, types of balance between the shapes of artistic work and types of rhythms in design. This course allows the students the opportunity to practice these skills and apply them in diversified means in a manner which enables them to realize their personal objectives and artistic ideas by designing a model which takes into consideration the elements of design and time in its capacity as a basic unit for building the design components.

**PRA 412: Organizing Fairs and Festivals (Elective)**

**Prerequisite : PRA 208**

This course covers: the definition of genesis and evolution of the concept of exhibitions, the diversity of significance of exhibition title and the history and characteristics of the markets and Arab and foreign exhibitions. The course aims at developing the student’s cognitive abilities in the types of exhibitions and the reasons for the different classifications and the most important obstacles and mistakes that should be avoided when holding exhibitions and festivals. The course also seeks to enable the student to determine the justification and the importance of exhibitions for the organizers, companies, visitors and States, in addition to analyze how festivals and events can be managed through tourism system and the relationship between the host community and visitors, and how to share the culture of the communities during festivals, besides studying the economic importance of fairs and festivals and the nature of the spatial capacity and production capacity of the festival. Thereby improving the student in order to be able to assess the idea, strategies and the results of participating in exhibitions.

# **Bachelor of Dental Surgery**

## **Program Mission**

Provide a Bachelor of Dental Surgery educational program in the UAE, initiate and develop basic and clinical research and offer high quality care to meet the needs and requirements of the region. The program aims to prepare highly qualified graduates in general dentistry to deliver compassionate and ethical oro-facial health care service.

## **Program Goals**

The BDS program aims to:

1. Educate and train a new generation of competent dental surgeons, who will be able to provide high quality comprehensive oral healthcare with emphasis on prevention
2. Emphasize on the prevention and early detection of oral and dental diseases as an integral part of the curriculum
3. Provide educational experiences for students using a comprehensive patient care model
4. Provide community dentistry services that meet world-class standards
5. Establish national recognition in term of academia by the concerned authorities and the public

## **Program Learning Outcomes**

Students who successfully complete the BDS program should be able to:

### **KNOWLEDGE**

1. Express coherent knowledge, capabilities and limitations of specialization areas in dentistry.
2. Describe the importance of prevention, treatment and management of oral and dental diseases.
3. Use the factual and theoretical knowledge in basic medical and dental sciences and allied sciences to gather information from patient as part of history taking and patient examination in order to decide appropriate investigation and decide a suitable course of treatment within the scope of a general dental practice.
4. Identify the integration and importance of the basic medical and allied sciences such as psychology and behavioral sciences to dentistry.
5. Demonstrate a broad knowledge of the fundamental concepts, theories and principles in research projects and protocols complying with ethical principles.



## SKILL

1. Demonstrate effective technical and analytical skills using evidentiary and procedural based processes to perform appropriate dental procedures independently and safely in a general dental practice setting.
2. Practice promotion of oral health and prevention of related disorders.
3. Demonstrate highly developed communication skills to explain or critique complex and unpredictable matters related to oral health and disease.
4. Demonstrate accurate record keeping and how to source and analyze information relevant to effective clinical practice.
5. Practice ethical, professional and legal responsibilities and display appropriate attitudes and behavior.
6. Evaluate, select and apply appropriate methods of clinical research in relation to oral health and disease.

## COMPETENCE

### Autonomy and Responsibility

1. Show responsibility and independent technical and clinical decision-making to evaluate and manage complex and unpredictable clinical work appropriate to a primary care practice.
2. Illustrate adherence to current best practice methods in a mature manner.

### Role in Context

3. Recognize the importance of appropriate leadership roles, manage and take accountability of the team involved in patient care.
4. Demonstrate responsibility and supervise the professional activity and mentoring of allied dental health personnel.

### Self-development

5. Engage in self-evaluation and professional development apt for general dental practice or towards specific specialization.
6. Value professional ethics, positive criticism and feedback, and engage in a life-long learning.

## Degree Requirements

### Degree Requirements – Bachelor of Dental Surgery

Component	Credit Hours
General Education	24
Specialization	170

Total Required

194

**General Education Requirements (24 Credit Hours)**

No.	Course Code	Course Name	Cr/H	Prerequisite
1	ACS 101	Communication Skills in Arabic Lang	3	None
2	CIS 101	Computer Fundamentals	3	None
3	HUM 101	Critical Thinking	3	None
4	REL 201	Islamic Studies	3	None
5	ENV 201	Environmental Sciences	3	None
6	STE 201	Statistics	3	CIS 101
7	RME 301	Research Methods	3	STE 201
8	BUS 204	Innovation and Entrepreneurship	3	60 credit hours of completed coursework
<b>Total</b>				<b>24</b>

**DDS Course Requirements (170 Credit Hours)**

No.	Course Code	Course Name	Cr/H	Prerequisite
1	DDS 101	Physics (Dentistry)	2	-----
2	DDS 110	English for Special Purposes (Dentistry)	3	-----
3	DDS 111	Integrated Biological Sciences I	3	-----
4	DDS 112	Histology & Cell Biology	3	-----
5	DDS 126	General Chemistry (Dentistry)	2	-----
6	DDS 119	Biochemistry (Dentistry)	4	DDS 126
7	DDS 121	Integrated Biological Sciences II	4	DDS 111
8	DDS 122	Oral Histology	4	DDS 112
9	DDS 123	Head & Neck Anatomy I	3	DDS 111
10	DDS 210	Psychology & Behavioral Sciences	2	-----
11	DDS 213	Biomaterials	2	DDS 101
12	DDS 214	Microbiology & Immunology	3	-----
13	DDS 215	Pathology	2	DDS 112
14	DDS 223	Head & Neck Anatomy II	3	DDS 123
15	DDS 239	Pharmacology I (Dentistry)	2	DDS 121
16	DDS 220	Introduction to Oral & Dental Diseases	3	DDS 215
17	DDS 221	Oral Radiology I	3	DDS 101, DDS 123

No.	Course Code	Course Name	Cr/H	Prerequisite
18	DDS 222	Dental Anatomy & Occlusion	4	DDS 123
19	DDS 226	General Medicine & Infectious Diseases	4	DDS 214, DDS 215
20	DDS 227	General Surgery & ENT	3	DDS 123, DDS 215
21	DDS 228	Infection Control	1	DDS 214
22	DDS 240	Pharmacology II (Dentistry)	2	DDS 239
23	DDS 311	Preventive Dentistry & Nutrition	4	DDS 226, DDS 221
24	DDS 312	Pre-Clinical Pediatric Dentistry I	2	DDS 221
25	DDS 313	Pre-Clinical Oral Surgery I & Pain Control	2	DDS 240, DDS 214, DDS 227
26	DDS 314	Oral Pathology I	3	DDS 215, DDS 220
27	DDS 315	Pre-Clinical Operative Dentistry I	3	DDS 213, DDS 222
28	DDS 316	Pre-Clinical Prosthodontics I	4	DDS 213, DDS 222
29	DDS 317	Pre-Clinical Endodontics I	2	DDS 213, DDS 222
30	DDS 318	Pre-Clinical Periodontics I	1	DDS 122
31	DDS 320	Four Handed Dentistry	1	DDS 214
32	DDS 321	Pre-Clinical Orthodontics	2	DDS 122, DDS 222
33	DDS 322	Pre-Clinical Pediatric Dentistry II	2	DDS 312
34	DDS 323	Pre-Clinical Oral Surgery II	3	DDS 226, DDS 313
35	DDS 324	Oral Pathology II	3	DDS 314
36	DDS 325	Pre-Clinical Operative Dentistry II	3	DDS 315
37	DDS 326	Pre-Clinical Prosthodontics II	3	DDS 315, DDS 316
38	DDS 327	Pre-Clinical Endodontics II	2	DDS 317
39	DDS 328	Pre-Clinical Periodontics II	2	DDS 318
40	DDS 410	Oral Diagnosis / Oral Medicine	3	All Preclinical Courses and DDS 210
41	DDS 411	Oral Radiology II	2	DDS 221
42	DDS 412	Clinical Pediatric Dentistry I	2	All Preclinical Courses and DDS 210
43	DDS 413	Clinical Orthodontics I	2	All Preclinical Courses and DDS 210
44	DDS 415	Clinical Operative Dentistry I	2	All Preclinical Courses and DDS 210
45	DDS 416	Clinical Prosthodontics I	2	All Preclinical Courses and DDS 210
46	DDS 417	Clinical Endodontics I	2	All Preclinical Courses and DDS 210
47	DDS 418	Clinical Periodontics I	2	All Preclinical Courses and DDS 210
48	DDS 419	Clinical Oral Surgery I	2	All Preclinical Courses and DDS 210

No.	Course Code	Course Name	Cr/H	Prerequisite
49	DDS 511	Treatment Planning & Seminars	2	DDS 324
50	DDS 422	Clinical Pediatric Dentistry II	2	DDS 412
51	DDS 423	Clinical Orthodontics II	2	DDS 413
52	DDS 425	Clinical Operative Dentistry II	2	DDS 415
53	DDS 426	Clinical Prosthodontics II	2	DDS 416
54	DDS 427	Clinical Endodontics II	2	DDS 417
55	DDS 428	Clinical Periodontics II	2	DDS 418
56	DDS 429	Clinical Oral Surgery II	2	DDS 419
57	DDS 512	Applied Biostatistics	2	STE 201
58	DDS 435	Internal Clinical Training Fourth Year	2	All Clinical Courses
59	DDS 510	Ethics	1	-----
60	DDS 513	Geriatric Dentistry	1	All Clinical Courses
61	DDS 515	Emergency Dental Care	2	All Clinical Courses
62	DDS 518	Implantology	1	All Clinical Courses
63	DDS 519	Clinical Dentistry I	6	All Clinical Courses
64	DDS 522	Research Project	1	DDS 510
65	DDS 523	Practice Management	1	-----
66	DDS 524	Equipment Maintenance	1	-----
67	DDS 526	Hospital Dentistry	2	DDS 515
68	DDS 529	Clinical Dentistry II	9	DDS 519, DDS 511
69	DDS 535	Internal Clinical Training Fifth Year	2	All Clinical Courses
			Total	170

## Training

### In-Campus Clinical Training Program

Held at the end of the eighth semester.

End of Eight Semester

Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
DDS 435	Internal Clinical Training Fourth Year	-	20	2	All Clinical Courses
Total			20	2	

## Internal Training Program

Held at the end of the tenth semester.

### End of Tenth Semester

Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
DDS 535	Internal Clinical Training Fifth Year	-	20	2	All Clinical Courses
Total			20	2	

## Suggested Study Plan

First Year/First Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
ACS 101	Communication Skills in Arabic Language	3	-	3	-----
CIS 101	Computer Applications	3	-	3	-----
DDS 101	Physics (Dentistry) *	2	-	2	-----
DDS 110	English for Special Purposes (Dentistry)	3	-	3	-----
DDS 111	Integrated Biological Sciences I *	2	2	3	-----
DDS 112	Histology & Cell Biology *	2	2	3	-----
DDS 126	General Chemistry (Dentistry) *	1	2	2	-----
Total		16	6	19	

First Year/Second Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
REL 201	Islamic Studies	3	-	3	-----
STE 201	Statistics	3	-	3	CIS 101
DDS 119	Biochemistry (Dentistry) *	3	2	4	DDS 126
DDS 121	Integrated Biological Sciences II *	3	2	4	DDS 111
DDS 122	Oral Histology *	3	2	4	DDS 112
DDS 123	Head & Neck Anatomy I *	2	2	3	DDS 111
Total		17	8	21	

\*This is a foundational course for the DDS program. Every dental student **must pass** this course (theoretical and practical) before proceeding to the clinical component of the degree program.

Lb/T: 2 practical hours = 1 credit hour

Second Year/First Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
HUM 101	Critical Thinking	3	-	3	-----
RME 301	Research Methods	3	-	3	STE 201
DDS 210	Psychology & Behavioral Sciences	2	-	2	-----
DDS 213	Biomaterials *	2	-	2	DDS 101
DDS 214	Microbiology & Immunology *	2	2	3	-----
DDS 215	Pathology *	2	1	2	DDS 112
DDS 223	Head & Neck Anatomy II *	2	2	3	DDS 123
DDS 239	Pharmacology I (Dentistry) *	2	-	2	DDS 121
Total		18	5	20	

Second Year/Second Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
DDS 220	Introduction to Oral & Dental Diseases *	2	2	3	DDS 215
DDS 221	Oral Radiology I *	2	2	3	DDS 101, DDS 123
DDS 222	Dental Anatomy & Occlusion *	3	2	4	DDS 123
DDS 226	General Medicine & Infectious Diseases *	3	2	4	DDS 214, DDS 215
DDS 227	General Surgery & ENT *	2	2	3	DDS 123, DDS 215
DDS 228	Infection Control *	1	-	1	DDS 214
DDS 240	Pharmacology II (Dentistry) *	2	-	2	DDS 239
Total		15	10	20	

\* This is a foundational course for the DDS program. Every dental student **must pass** this course (theoretical and practical) before proceeding to the clinical component of the degree program.

Lb/T: 2 practical hours = 1 credit hour.

Any course with less than 2 contact (practical) hours, those hours will not be considered in the calculation of the total credit hours of the course.

Third Year/First Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
DDS 311	Preventive Dentistry & Nutrition	3	2**	4	DDS 226, DDS 221
DDS 312	Pre-Clinical Pediatric Dentistry I *	2	-	2	DDS 221
DDS 313	Pre-Clinical Oral Surgery I & Pain Control *	2	2	2	DDS 240, DDS 214, DDS 227
DDS 314	Oral Pathology I *	2	2**	3	DDS 215, DDS 220
DDS 315	Pre-Clinical Operative Dentistry I *	2	3	3	DDS 213, DDS 222
DDS 316	Pre-Clinical Prosthodontics I *	2	6	4	DDS 213, DDS 222
DDS 317	Pre-Clinical Endodontics I *	1	3	2	DDS 213, DDS 222
DDS 318	Pre-Clinical Periodontics I *	1	1	1	DDS 122
Total		15	19	21	

Third Year/Second Semester					
Course Code	Course Name	L/C	Lb/T	Cr/H	Prerequisite
DDS 320	Four Handed Dentistry	1	-	1	DDS 214
DDS 321	Pre-Clinical Orthodontics *	1	3	2	DDS 122, DDS 222
DDS 322	Pre-Clinical Pediatric Dentistry II *	1	3	2	DDS 312
DDS 323	Pre-Clinical Oral Surgery II	3	-	3	DDS 226, DDS 313
DDS 324	Oral Pathology II**	2	2	3	DDS 314
DDS 325	Pre-Clinical Operative Dentistry II *	2	3	3	DDS 315
DDS 326	Pre-Clinical Prosthodontics II *	2	3	3	DDS 315, DDS 316
DDS 327	Pre-Clinical Endodontics II *	1	3	2	DDS 317

DDS 328	Pre-Clinical Periodontics II *	1	3	2	DDS 318
Total		14	20	21	

\*This is a foundational course for the DDS program. Every dental student **must pass** this course before proceeding to the clinical component of the degree program.

Lb/T= 3 Pre-Clinical Training Hours = 1 credit hour

Any pre-clinical course with less than 3 contact (practical) hours, those hours will not be considered in the calculation of the total credit hours of the course.

\*\* Two (02) Practical Hours = 1 Credit Hour

Fourth Year/First Semester					
Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
DDS 410	Oral Diagnosis / Oral Medicine	2	4*	3	All Preclinical Courses and DDS 210
DDS 411	Oral Radiology II	1	2**	2	DDS 221
DDS 412	Clinical Pediatric Dentistry I	1	4*	2	All Preclinical Courses and DDS 210
DDS 413	Clinical Orthodontics I	1	4*	2	All Preclinical Courses and DDS 210
DDS 415	Clinical Operative Dentistry I	1	4*	2	All Preclinical Courses and DDS 210
DDS 416	Clinical Prosthodontics I	1	4*	2	All Preclinical Courses and DDS 210
DDS 417	Clinical Endodontics I	1	4*	2	All Preclinical Courses and DDS 210
DDS 418	Clinical Periodontics I	1	4*	2	All Preclinical Courses and DDS 210
DDS 419	Clinical Oral Surgery I	1	4*	2	All Preclinical Courses and DDS 210
DDS 511	Treatment Planning & Seminars	2	-	2	DDS 324



Total	12	34	21	
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Fourth Year/Second Semester					
Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
DDS 422	Clinical Pediatric Dentistry II	1	4*	2	DDS 412
DDS 423	Clinical Orthodontics II	1	4*	2	DDS 413
DDS 425	Clinical Operative Dentistry II	1	4*	2	DDS 415
DDS 426	Clinical Prosthodontics II	1	4*	2	DDS 416
DDS 427	Clinical Endodontics II	1	4*	2	DDS 417
DDS 428	Clinical Periodontics II	1	4*	2	DDS 418
DDS 429	Clinical Oral Surgery II	1	4*	2	DDS 419
DDS 512	Applied Biostatistics	2	-	2	STE 201
Total		9	28	16	

\*Cl/T: Four (04) Clinical Training Hours=1 Credit Hour

Any clinical course with less than 4 contact (practical) hours, those hours will not be considered in the calculation of the total credit hours of the course.

\*\* Two (02) Practical Hours = 1 Credit Hour

### In-Campus Clinical Training Program

Held at the end of the eighth semester.

End of Eight Semester					
Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
DDS 435	Internal Clinical Training Fourth Year	-	20	2	All Clinical Courses
Total			20	2	

Fifth Year/First Semester					
Course Code	Course Name	L/C	Cl/T	Cr/H	Prerequisite
<u>BUS 204</u>	<u>Innovation and Entrepreneurship</u>	<u>3</u>	-	<u>3</u>	<u>60 credit hours of completed coursework</u>
DDS 510	Ethics	1	-	1	-----
DDS 513	Geriatric Dentistry	1	-	1	All Clinical Courses

DDS 515	Emergency Dental Care	1	4*	2	All Clinical Courses
DDS 518	Implantology	1	1*	1	All Clinical Courses
DDS 519	Clinical Dentistry I	-	24*	6	All Clinical Courses
Total		7	29	14	

Fifth Year/Second Semester					
Course Code	Course Name	L/C	CI/T	Cr/H	Prerequisite
<u>ENV 201</u>	<u>Environmental science</u>	<u>3</u>	-	<u>3</u>	-----
DDS 522	Research Project	1	-	1	DDS 510
DDS 523	Practice Management	1	-	1	-----
DDS 524	Equipment Maintenance	1	1*	1	-----
DDS 526	Hospital Dentistry	-	8*	2	DDS 515
DDS 529	Clinical Dentistry II	2	28*	9	DDS 519, DDS 511
Total		8	37	17	

\*CI/T: Four (04) Clinical Training Hours=1 Credit Hour

Any clinical course with less than 4 contact (practical) hours, those hours will not be considered in the calculation of the total credit hours of the course.

### Internal Training Program

Held at the end of the tenth semester.

End of Tenth Semester					
Course Code	Course Name	L/C	CI/T	Cr/H	Prerequisite
DDS 535	Internal Clinical Training Fifth Year	-	20	2	All Clinical Courses
Total			20	2	

### Courses Descriptions

#### DDS 101 Physics (Dentistry)

The course is designed to cover the basic concepts in most branches of classical mechanics, electricity and thermodynamics as well as some of modern physics concepts applicable to x-

ray, lasers and radioactivity. Finally, x-ray, lasers, radioactivity and applications of these concepts in dentistry will also be covered.

### **DDS 110 English for Special Purposes (Dentistry)**

This course aims at preparing students of the Dentistry School to cope with the kind of English needed in the real life situations and field of specializations in the future. It enables the students to practice the four skills. The course develops the students' competence through using the language resource room, CD ROMs, the internet and some other audio-visual facilities.

### **DDS 111 Integrated Biological Sciences I**

This course deals with the study of two complementary branches of biology, human anatomy and human physiology which provide the basic concepts helping dental students understand how the human body is developed, the way it is built up and how it works. Objectives of this course are to develop the foundational knowledge and basic concepts necessary to independently perform the diagnostic and clinical skills.

### **DDS 112 Histology & Cell Biology**

This course provides students with general knowledge about the cell and various cellular organelles, and the characteristic structure of each organelle that enable it to perform essential functions within the cell. The students are also provided with wide knowledge concerning the morphological features of the four primary tissues and recognize their roles in forming organs. A basic knowledge of cell division, general embryology and genetics integrates the above information.

### **DDS 126 General Chemistry (Dentistry)**

This course presents the fundamentals of certain topics in general chemistry. It includes two major parts: Part I is the general part, and Part II is the organic part.

The general part will introduce the student to basic aspects of general chemistry, i.e. the atomic structures, electronic configuration, periodic table of elements, chemistry of metals, and the fundamentals of chemical bonds and chemical reactions.

### **DDS 119 Biochemistry (Dentistry)**

The course is designed to provide a comprehensive survey of the major topics in biochemistry. It explores how the structure of proteins, carbohydrates, lipids, nucleic acids, and vitamins relates to their function. Metabolism and energy production as well as biosynthesis of small and macromolecules are discussed. Special topics such as Calcium metabolism, bone mineralization, and Dental caries are included.

### **DDS 121 Integrated Biological Sciences II**

This course is intended to help the dental students to understand the basic concepts of Anatomy & Physiology simultaneously, with emphasis on topics related to the dental practice. The course covers the study of the main body systems with great emphasis on the applied & the practical aspects. The teaching tools include CD presentations, Power points presentations, videotapes & Internet explorations.

**DDS 122 Oral Histology**

This course describes in details the development and structure of the oral cavity and teeth. Students are provided with the basic concepts of oro-facial development and structures. The microscopic, histological and ultra-structural organizations of soft and hard oral tissues are studied in details. A considerable knowledge of functional and clinical correlation is also stressed.

**DDS 123 Head & Neck Anatomy I**

The course is intended to help the dental student to study & understand the basic terms & facts about the gross anatomy of the head region of human body. The course includes the study of the detailed structures of the skull, the head its nerve and blood supply. Also, the course includes full descriptions of the various muscles & glands of the face, orbit, nasal cavity, oral cavity, floor of the mouth, palate & tongue. In general, the course will provide the dental student with the fundamental detailed structures of the skull & head as related to dental practice.

**DDS 210 Psychology & Behavioral Sciences**

This course aims at providing dentistry students with an insight of psychology, and helps them to observe, evaluate and explain the behavior of people in relation to oral/dental health care in particular. The students are provided with information regarding basic psychological concepts, psychological disturbances and disorders, management techniques and their application specifically in the field of dentistry and healthcare. It is designed to be helpful to dental students by providing them an understanding of the people (patients and dental team members) they will come across in their dental practice/career. This will allow them to better understand the feelings and thoughts of their patients and help them relax and be comfortable during dental treatments.

**DDS 213 Biomaterials**

The course is designed to introduce students to the different types and classification of materials used in dentistry, and provide students with knowledge of their physical, chemical, and biological properties. It emphasizes on employment of concepts in modern materials science to solve dental problems.

**DDS 214 Microbiology & Immunology**

Oral microbiological environment is a key determinant in caries formation, periodontal diseases and other oral health issues. Microbiology is the study of microorganisms including bacteria, fungi and viruses, with emphasis on applications relevant to the study of dentistry. This course is designed to introduce the students to the world of microbes exemplified by prokaryotes, eukaryotes and the unique properties of the viruses. The course covers aspects of medical organisms that can inflict damages to human health in general, with a focus on Dental caries, Periodontal diseases and salivary gland infections. It also covers the basic concepts of immunology.

The above mentioned topics gives the students enough background of microbiology to prepare them with other disciplines to become professional dentists competent to work in hospitals and private clinics.

### **DDS 215 Pathology**

This course covers the fundamentals of the basic disease process in the body. Students are provided with gross, microscopic & biochemical features of different pathological conditions. Objectives of this course are to study and understand different pathogenic processes in details in order to establish a sound foundation for clinical practice in dentistry. Teaching tools include power point plus projection, practical lessons with CD presentations & internet explorations.

### **DDS 223 Head & Neck Anatomy II**

The course deals with the description of the neck region and also includes brain & spinal cord. The main elements are the nerves & vessels, lymphatic drainage, fascial spaces and muscles of neck, the pharynx and larynx with special reference to the anatomical basis of the management of upper airway obstruction and related radiology. Further it provides the relevant details of pain physiology, brain, spinal cord their development and cranial nerves function and test. In general, the course will provide the basis to the dental practice involving the anatomical structures.

### **DDS 239 Pharmacology I (Dentistry)**

This course will introduce the general aspects of pharmacokinetics and pharmacodynamics. Students will also learn basic pharmacotherapy for relevant disorders of cardiovascular system, CNS, endocrine system, gastrointestinal system, including asthma and drugs of abuse that are pertinent to practice of dentistry.

### **DDS 220 Introduction to Oral & Dental Diseases**

This is an introduction to profession of dentistry. This course provides students with knowledge and understanding of oral and dental diseases, their etiology, pathogenesis and different stages of these lesions and their clinical manifestations.

### **DDS 221 Oral Radiology I**

This course discusses the basic principles of X-ray production, the biological effects of ionizing radiation and radiation safety. This course demonstrates the intraoral radiographic techniques and prepare the students learn to take intraoral radiographs. Objectives of this course are to develop the fundamental knowledge of x ray production and skill to independently perform the radiographs and interpretation of normal intraoral radiographic anatomy.

### **DDS 222 Dental Anatomy & Occlusion**

This course deals with nomenclature as related to the morphology of the natural dentition. It includes theory related to the morphology of the deciduous & permanent teeth in the human dentition & features related to the normal occlusion. Laboratory exercises include wax-adding & carving to build up the crowns of permanent teeth, analyze occlusal patterns and correct

occlusal disharmonies. Its significance is integrated with dental treatment in Operative Dentistry, Endodontics, Prosthodontics, Periodontics and Orthodontics.

The study of occlusion as part of this course involves the whole masticatory system. It also includes the static relationship of teeth as well as the functional inter-relationship between teeth, periodontal tissues, jaws, temporomandibular joints (TMJ) muscles and nervous system. It also discusses the classification of the types of TMD and provides examples of Para functional movements.

### **DDS 226 General Medicine & Infectious Diseases**

This comprehensive course covers topics specific to the medical field, with interest to medically compromised patient as related to dental care. Students are provided with basic concept of general medical & infectious diseases. Teaching tools include: power point plus projection, practical lessons with CD presentations & internet explorations.

### **DDS 227 General Surgery & ENT**

The course is intended to help dental students to study & understand the basic principles of surgery & ENT in relation to Dentistry and Oral and maxillofacial Surgery. The course includes the knowledge of the theoretical & practical approaches to the assessment of surgical and how to perform an effective risk assessment preoperatively based on the information obtained from case history, clinical examination, investigations in relation to the anesthetic potential risks and also the invasiveness of the planned surgery. Also, the student will identify the pathology of tumors, cysts, fistulae, sinuses & ulcer in head and neck region. Information about trauma, tissue repairs & preoperative management of inpatients like administered fluids, water balance monitoring and indications and possible complications of blood transfusion are also included within the course. In addition, the student will study the various common diseases of the ear, nose, Para nasal sinuses & pharynx. Finally, the students will learn the common postoperative complications seen in surgical patient wither due to anesthesia, the surgical intervention or those initiated or aggravated by the existing morbid conditions of surgical patients.

### **DDS 228 Infection Control**

This course explains the different ways of transmission of infectious diseases and emphasis on the immunization of all oral health care providers. The course describes the sterilization methods in dental practice, application of protective barriers, personal protective equipment and infection control during all clinical dental procedures.

### **DDS 240 Pharmacology II (Dentistry)**

This course is designed to teach the students the various drugs used to control the pain and anxiety of dental patients as well as those used for treatment of different oral conditions. A special emphasis is made on the clinical indications, dosage, potential side effects and drug-interactions. The course will also highlight the importance of standard practice in prescription writing to ensure both effectiveness of the treatment and patient safety.

### **DDS 311 Preventive Dentistry & Nutrition**

The preventive dentistry course introduces the student to the principles and methods of prevention including information on etiology of dental caries, periodontal diseases and methods of preventing and controlling dental diseases through a preventive treatment plan and health education programs. In addition, this course provides the students with a basic knowledge of the essential nutrient materials in both health and disease, and discuss the role of the nutrition on the development, prevention and treatment of the oral and dental diseases.

#### **DDS 312 Pre-Clinical Pediatric Dentistry I**

This course introduces pediatric dentistry as an essential branch of dentistry related to child patients mainly focusing on the development and growth of oral/facial structures of children and recognizing the chronology of primary and permanent dentition. Different types of dental anomalies have been described with their genetic aspects. Child abuse and neglect are discussed in relation to pediatric dentistry. Psychological management, examination, diagnosis and treatment planning of child patient are introduced.

#### **DDS 313 Pre-Clinical Oral Surgery I & Pain Control**

This preclinical course introduces the student to oral surgery and prepares him/her for clinical experience with dentoalveolar surgery. The student will learn to assess the patient, diagnose and treat basic oral surgical problems encountered in general practice. In addition to this, the goal of this course is to learn the pharmacology and toxicology of dental local anesthetic drugs and the proper techniques for their administration during dental extraction and related procedures.

#### **DDS 314 Oral Pathology I**

This course deals with the understanding of the basic disease processes affecting the head & neck regions. The etio-pathogenesis, clinical features & histopathologic features of developmental disorders, non-odontogenic & odontogenic lesions, cysts & infections related to the teeth, their supporting structures, jaw bones & soft tissues in & around the oral cavity will be dealt with. It also includes the oral manifestations of systemic diseases, the differential diagnosis & prognosis of various pathologies.

#### **DDS 315 Pre-Clinical Operative Dentistry I**

The main components of this course are the principles of cavity preparation for the currently available restorations according to their physical and manipulative characteristics and the steps of cavity restorations. Amalgam restorative materials is the main emphasis in the practical part of this semester.

#### **DDS 316 Pre-Clinical Prosthodontics I**

This is a dental technology course consist of lectures and pre-clinical laboratory practical sessions. Terminology, nomenclature, theories, principles, concepts and basic techniques necessary for the construction of complete denture service will be presented. The course is designed to prepare the student to understand the biological, esthetic and mechanical aspects of complete dentures treatments.

Correlation of basic science concepts as related to mechanical and clinical conditions will be stressed.

#### **DDS 317 Pre-Clinical Endodontics I**

The theoretical part covers topics which include an introduction to the subject, anatomy and morphology of the root canal system, access cavity preparation, cleaning and shaping of the root canal systems and it lays emphasis on possessing thorough knowledge of the various endodontic instruments. The pre-clinical practical component focuses on the treatment of anterior and premolar teeth. This prepares and enables students to be competent in treatment of clinical endodontic cases in the next year.

#### **DDS 318 Pre-Clinical Periodontics I**

This course describes in details the anatomy of periodontium and associated structures. Students are provided with the basic concepts of periodontal health. The microscopic, histological and ultra-structural organizations of soft and hard oral tissues are studied in detail. Basic knowledge of functional and clinical correlation is also stressed.

#### **DDS 320 Four Handed Dentistry**

This course describes the concept and advantages of four handed dentistry. It describes the ergonomic position for the patient, dental assistant and doctor and explains the responsibilities of the dental assistant during clinical dental work. The course also describes the ergonomic arrangement of dental clinic.

#### **DDS 321 Pre-Clinical Orthodontics**

The course will introduce the third-year dental student to the fundamentals of orthodontics, including topics on the concepts of growth and development of the craniofacial structures, etiology of orthodontic problems, biological basis of orthodontic therapy, and clinical features of different malocclusions.

This course is also designed to give the student a basic understanding of the skills required to fabricate removable orthodontic appliances that are typically indicated for limited tooth movement and retention in interceptive orthodontics.

#### **DDS 322 Pre-Clinical Pediatric Dentistry II**

This course discusses radiographic as well as local anesthetic techniques used for child patient which needs specific modifications. Management and treatment of dental caries with different types of cavity preparations have been discussed. Also it describes vital and non – vital pulp therapy for primary teeth which considered an important issue in restoration and prevention of primary teeth extraction, on the other hand in case of losing the primary teeth it is necessary to plan arch space analysis and construction of space maintainer to prevent space loss.

#### **DDS 323 Pre-Clinical Oral Surgery II**

The purpose of this course is to prepare the student to recognize advanced oral and maxillofacial surgery problems. Upon the completion of this course, the student will be able



to formulate diagnosis and treatment plans in order to provide surgical care within the context of a patient-centered system of care delivery. In addition, this course will promote surgical principles and techniques to correct the pathologic conditions mentioned here.

#### **DDS 324 Oral Pathology II**

This course is a continuation of Oral Pathology I. Students will continue learning the etio-pathogenesis, histopathologic features of benign and malignant pathological lesions related to the oral cavity. The oral manifestations of physical & chemical injuries to the oral tissues will also be detailed.

#### **DDS 325 Pre-Clinical Operative Dentistry II**

This course consists of two main components, the principle of cavity preparations for the currently available restorations and their physical and manipulative characteristics and cavity restorations. Composite restorative materials are the main emphasis in the practical part of this semester, in addition to indirect restorations. The restorative department during the two semesters of the third year provides them.

#### **DDS 326 Pre-Clinical Prosthodontics II**

This course provides both didactic and practical sessions in fixed partial prosthodontics. Students will be introduced to the dental skills laboratory (Phantom head or the simulator). Lectures cover all the procedures of teeth preparation for fixed restorations, and the use of equipment and instrument needed for the construction of all types of fixed prosthodontics. More emphasis will be directed to the principles of tooth preparation.

#### **DDS 327 Pre-Clinical Endodontics II**

The theoretical part covers topics which include root canal obturation, endodontic microbiology, endodontic mishaps management, pulp and periapical pathology, diagnosis and diagnostic procedures. The pre-clinical lab/practical component focuses on performing endodontic procedures on molars. This prepares the students to perform basic endodontic procedures prior to entering the clinics in next year.

#### **DDS 328 Pre-Clinical Periodontics II**

In this course lectures and practical training are given to students to expose them to immune response (host response) and periodontal pathogenesis. A complete spectrum of periodontal lesions and their pathogenicity, plaque control, trauma from occlusion, food impaction and halitosis are to be stressed.

#### **DDS 410 Oral Diagnosis / Oral Medicine**

This course describes in details the art of history taking, examination, investigation of oro-facial lesions and interpretation of the results of investigations. The course also will help the students to learn etio-pathogenesis of local disease processes in oro-facial area along with oral manifestation of systemic diseases affecting the oral mucosa. Students are provided with the basic concept of oral manifestation of psychiatric diseases and their management.

#### **DDS 411 Oral Radiology II**

The course deals with the acquisition and interpretation of radiographic imaging studies performed for diagnosis of conditions affecting the oral and maxillofacial region and assist in treatment planning.

#### **DDS 412 Clinical Pediatric Dentistry I**

This course will reinforce basic knowledge developed during third year preclinical course, and facilitate continued development as the student performs routine pediatric dentistry procedures commonly employed in general dental practice. This course will also provide the fourth year dental student with a defining clinical experience that will include: diagnosis, prevention and treatment of the different pathological conditions in pediatric patients; classification, diagnosis and management of different traumatic injuries of oral & dental structures in primary and permanent teeth. Objectives of this course are to develop the foundational knowledge, skills and values necessary to independently perform diagnostic and clinical skills and participate safely in the care of pediatric patients.

#### **DDS 413 Clinical Orthodontics I**

This course introduces the dental student to the practice of orthodontics. The primary goal of this experience is to reinforce didactic concepts taught in the third year and build upon them in a manner that will better prepare the student to recognize, communicate and manage orthodontic problems in the general dentistry setting. In this manner, the student will be able to make proper diagnosis and differential diagnosis of patients of all ages, plan and execute the treatment of selected uncomplicated malocclusion cases.

#### **DDS 415 Clinical Operative Dentistry I**

The course of operative dentistry consists of the diagnosis, prevention, treatment, and prognosis of the diseases and injuries inflicted upon the teeth. Also includes the study of basic concepts of restoration relation to oral and dental tissues and the various restorative materials. The curriculum includes both didactic and clinical components over a period of two semesters, and involves a clinical training program. The clinical training program for two semesters involves a clinical application of principles and skills acquired, based on a comprehensive approach in the oral health care.

#### **DDS 416 Clinical Prosthodontics I**

This course consists of two main components, complete denture, and removable partial denture prosthodontics. Prosthodontic treatment planning principles are provided in lectures and the group seminars. The didactic component focuses on planning and integrating removable prosthodontic interventions within a continuum of comprehensive patient care. The clinical instructors will ensure that the knowledge acquired in the preclinical years of studying is towards evidence-based decision making regarding prosthodontic management of patients partially and completely edentulous jaws.

The course will be presented in lectures and clinical sessions, the lectures cover various clinical techniques, the manipulation of dental materials, and how to use dental instruments and equipment.

#### **DDS 417 Clinical Endodontics I**

This Course aims to enable the students to diagnose the need for endodontic therapy. Previous endodontic courses presented a biologic foundation relating to endodontic clinical diagnosis. Students are provided with the basic concepts of diagnosis and treatment planning including medically compromised patients. Advanced endodontic techniques and/ or treatment modalities for the following conditions are also discussed: Endodontic retreatment, Apexification and apexogenesis, Internal and external resorption, traumatic injuries to teeth.

#### **DDS 418 Clinical Periodontics I**

This Course aims to enable the students to gain knowledge and experience in endodontic treatment. Students are provided with the techniques used to determine success or failure of Endodontic treatment and the indication and contraindication of endodontic surgery, describing procedures and materials. Advanced endodontic techniques and/ or treatment modalities for the following conditions are also discussed: single visit root canal therapy, bleaching of discolored teeth, restoring endodontically treated teeth and relationship of orthodontic treatment, periodontal lesion to endodontic treatment.

#### **DDS 419 Clinical Oral Surgery I**

This course will reinforce basic knowledge developed during third year preclinical course, and facilitate continued development as the student performs routine oral surgery procedures commonly employed in general dental practice. This course serves as a defining clinical experience for the dental students by providing them with the opportunity to participate in the evaluation and management of surgical patients such as with intraoral lesions, maxillary sinus and salivary gland pathologies to name a few. Objectives of this course are to develop the foundational knowledge, skills and values necessary to independently perform diagnostic and clinical skills and participate safely in the care of surgical patients.

#### **DDS 511 Treatment Planning & Seminars**

Problem Oriented Learning (POL) is an instructional strategy to help students acquire and integrate basic science, behavioral, and clinical knowledge in the context of solving a patient problem. POL is one of many instructional techniques used to teach problem solving.

Problem Oriented Learning course is designed to give the students the experience to apply lecture materials to life-like situations and allows the student to experience the process as seen in daily clinical practice.

The POL patient case serves as a framework for a discussion, which allows students to:

- Recall what they already know ("brainstorming/hypothesizing"),
- Explain their reasoning,
- Identify the limit of their knowledge,
- Formulate specific questions to address that limit,
- Gather information, and

Incorporate that information into their thinking.

#### **DDS 422 Clinical Pediatric Dentistry II**

This course intends to inform and provide the dental student with sufficient knowledge on indications, techniques used in pharmacological methods of child's management including sedation and GA in management of anxious children. This course will also provide the fourth

year dental student the team approach for the management of cleft lip & palate child at the level of the undergraduate students, dental management of special health care need children. They are also taught interceptive orthodontic methods in a growing child. Child abuse and neglect are discussed in relation to pediatric dentistry.

### **DDS 423 Clinical Orthodontics II**

This course is intended to complement the orthodontic lectures and the pre-doctoral orthodontic experience; it will provide for each student to briefly present a clinical case and to view a large number of clinical orthodontic cases and establish combination between orthodontic treatment and the other four dental specialities pedodontics, periodontics, prosthodontics and surgery.

Multidisciplinary treatment approaches will be discussed in the lectures. Clinically, they will be discussed in the patient examination and diagnosis sessions.

### **DDS 425 Clinical Operative Dentistry II**

The course of operative dentistry consists of the prevention, diagnosis, treatment, and prognosis of the diseases and injuries inflicted upon the teeth. It serves as a defining clinical experience for the dental students by providing them with the opportunity to participate in the evaluation and management of discolored, fractured and endodontically treated teeth. The curriculum includes both didactic and clinical components, and involves a clinical training program.

The clinical training program involves a clinical application of principles and skills acquired, based on a comprehensive approach in the oral health care.

### **DDS 426 Clinical Prosthodontics II**

The clinical fixed partial denture prosthodontics course consists of the theoretical part and the clinical training. The students should know how to do clinical examination, proper diagnosis and sound treatment plan. At the end of this course all students will be familiar with the best techniques of fixed partial dentures treatment, and will develop their manual dexterity in all clinical aspects for the construction of this type of prosthesis. Every student should complete all the requirements needed, recognize the importance of the preservation of the prepared teeth, periodontal tissues, and other soft tissues of the oral cavity while performing all types of restorations.

### **DDS 427 Clinical Endodontics II**

This Course aims to enable the students to gain knowledge and experience in endodontic treatment. Students are provided with the techniques used to determine success or failure of Endodontic treatment and the indication and contraindication of endodontic surgery, describing procedures and materials. Advanced endodontic techniques and/ or treatment modalities for the following conditions are also discussed: single visit root canal therapy, bleaching of discolored teeth, restoring endodontically treated teeth and relationship of orthodontic treatment, periodontal lesion to endodontic treatment.

**DDS 428 Clinical Periodontics II**

This course consists of a didactic and clinical component. It will cover:

The treatment of different types of periodontal diseases.

The interrelation between periodontics and related dental specialties.

Introduction to the surgical approaches in the management of moderate to advanced periodontal diseases.

To distinguish acute and chronic (mild, moderate and advanced) form of periodontal diseases and management by non-surgical and surgical treatment.

To expose the students to focus on objectives of periodontal therapy, treatment planning and techniques including pre-prosthetic, pre restorative, reconstructive surgery and knowledge necessary for advanced periodontal regeneration procedures.

**DDS 429 Clinical Oral Surgery II**

The purpose of Clinical Oral Surgery II is to prepare the student to recognize advanced oral and maxillofacial surgery problems that in most cases will require referral to an oral and maxillofacial surgeon. Discussions will include diagnostic and treatment considerations relative to cases that require referral to an oral and maxillofacial surgeon as well as those that may be treated by the general dentist.

The course will also describe the characteristics and surgical management of the more common trauma, anomalies and malignancies of the oral & maxillofacial region.

**DDS 512 Applied Biostatistics**

This course provides the dental students with the necessary background of specific statistics relevant to the medical / dental fields in addition to adequate knowledge of study design in medical & dental research, enabling the dental student to critically evaluate and apply the appropriate statistics to dental and medical research.

**DDS 435 Internal Clinical Training Fourth Year**

This clinical course is in the summer semester of the fourth year of the dental curriculum. It is designed to provide students with clinical experience in the care of patients in the areas of Periodontics, Operative Dentistry, Endodontics, Pediatric Dentistry and Oral Surgery with a focus on comprehensive care and treatment planning. There is no theoretical component to this course. Students are assigned patients having various dental problems, and they have to formulate a comprehensive diagnosis and treatment planning, including patient and clinical management.

**DDS 510 Ethics**

Dental ethics is the systematic and critical study of morality as it pertains to the practice of dentistry. The course consists of 16 hours of classroom lecture and discussion. It is designed to heighten students' awareness of the importance of ethical issues as they relate to dentistry. The curriculum provides students with an understanding of ethical principles, which have direct relevance to students' training and future practice experience. It focuses on common ethical dilemmas found in the relationships between dentist and patient, between dentists themselves, and between dentist and society.

**DDS 513 Geriatric Dentistry**

This course focuses on issues and concerns related to the rapidly increasing elderly population. It also provides the student with an understanding of the aging process and the multidisciplinary needs of the older patient. Myths and stereotypes about aging and the aged, which exist and influence the provision of health care to the older population, will be discussed and expelled. It will provide the student with a framework of knowledge about the biological, psychological, sociological, behavioral and general medical aspects of aging from which treatment can be planned and provided appropriately. A multidisciplinary team of speakers will present approaches that will help the student in integrating dental training and practice with the management, diagnosis and treatment of the older patient.

**DDS 515 Emergency Dental Care**

This course provides a study of dental office emergencies with emphasis on prevention, prompt recognition and effective emergency care. Emphasis is also placed on etiology of common chronic oral diseases, treatment of specific dental emergencies and applicable assessment methods used in the prevention of emergencies related to the particular disease process. The course also deals with the use of emergency drugs and equipment.

**DDS 518 Implantology**

This course provides a study of dental office emergencies with emphasis on prevention, prompt recognition and effective emergency care. Emphasis is also placed on etiology of common chronic oral diseases, treatment of specific dental emergencies and applicable assessment methods used in the prevention of emergencies related to the particular disease process. The course also deals with the use of emergency drugs and equipment.

**DDS 519 Clinical Dentistry I**

The purpose of this course is to reinforce and refine patient management skills that students have been introduced to in the fourth year courses. It is designed to observe, evaluate, and subsequently assist students in understanding and practicing proper comprehensive patient care and management. This course focuses on refinement and integration of clinical skills. It does not contain any formal theoretical lecturing. Students are assigned in clinical blocks for patient care and treatment planning. These treatment plans and completed treatment are discussed, and are evaluated as to the rationale and sequences used. Taught by an interdisciplinary faculty, this course considers strategies and approaches for the integration of isolated dental procedures into an appropriately sequenced treatment plan for comprehensive patient care.

**DDS 522 Research Project**

The course is designed to enable the student to conduct a research project under the guidance of a teaching faculty. Students learn how to approach a research topic of interest, apply the basic principles of research design and to formulate the appropriate methodology and analysis for the research.

**DDS 523 Practice Management**

This course is designed to provide the senior dental student with a general introduction to the basic principles of dental practice management. Primary focus will be on developing an understanding of various management concepts, processes & its role in obtaining an effective overall management of dental practice. The topics focussed on include staff management, patient management, legal concepts and terminologies, office design, equipment placement, occupational hazard, appointments management, records management, dental insurance system, inventory and supply management.

#### **DDS 524 Equipment Maintenance**

This course focus on basic principles of various dental equipment, their operations and general preventive maintenance procedures. It also covers basic electrical theories and electrical safety precautions while dealing with dental equipment. Additionally, advances in dental equipment technologies will also be covered in this course. This course helps the students to build the required skills and confidence to perform routine maintenance and minor repairs without the help of Biomedical technicians/Engineers.

#### **DDS 526 Hospital Dentistry**

Fifth year students are assigned for six weeks to an affiliated hospital. During these rotations, students are assigned to hospitalized patients to reinforce principles of physical diagnosis for patients with severe medical problems, learn to request and answer consultations.

#### **DDS 529 Clinical Dentistry II**

This course is a continuation of Clinical Dentistry I, and does not contain any formal theoretical lecturing. Small group clinical discussions and demonstrations will be taken by the faculty. It is designed to provide students with more clinical experience in the care of patients with a focus on an advanced comprehensive care and treatment planning. Students are assigned in clinical blocks for patient care and treatment planning. All treatment options are discussed so that the student learns the fundamentals of good treatment planning and patient care. Taught by an interdisciplinary faculty, this course considers strategies and approaches for the integration of isolated dental procedures into an appropriately sequenced treatment plan for comprehensive patient care. The course mainly focuses on improving the quality of comprehensive care expected of a graduating student.

#### **DDS 535 Internal Clinical Training Fifth Year**

This clinical course is designed to provide students with clinical experience in the care of patients in the areas of Periodontics, Operative Dentistry, Endodontics, Pediatric Dentistry and Oral Surgery with a focus on comprehensive care and treatment planning. There is no theoretical component to this course. It reinforces and refines the student's knowledge and skill required for the graduate level of clinical practice of dentistry. Students are assigned patients having various dental problems, and they have to formulate a comprehensive diagnosis and treatment planning, including patient and clinical management. Students are expected to perform comprehensive care at an advanced level from that of the previous summer semester.

# Bachelor of Pharmacy

## Program Mission

The Department of Pharmacy offers a competitive and sustainable program to enrich educational experience and fulfill market needs by providing a conducive and diversified learning environment. It also encourages a research culture and innovation. The Department will graduate competent professionals to engage in the health care system and implement pharmaceutical care services professionally and ethically.

## Program Goals

The bachelor of Pharmacy BSc Program aims to:

1. Offer students with modern pharmacy courses to enrich their knowledge and experiences required for highly qualified pharmacists.
2. Provide multicultural environment by encouraging diversity in students, staff and faculty and observing equal opportunities for all.
3. Encourage and support high standard research activities to serve institutional and community needs.
4. Serve the community by spreading awareness campaigns regarding current health care issues.

## Program Learning Outcomes

After successful completion of the program, students should be able to:

### KNOWLEDGE

K1. Discuss in detail the principles and concepts of biomedical, pharmaceutical, and clinical sciences.

### SKILL

- S1. Develop problem solving, critical thinking, writing, and presentation abilities.
- S2. Apply knowledge in drug design and development, pharmaceutical calculations, drug preparation and analysis, dispensing, and pharmaceutical care.

### COMPETENCE

- C1. Display leadership and decision-making abilities.
- C2. Contribute effectively as a member and leader in the health care system.



- C3. Demonstrate independent life-long learning and continuous professional development while contributing to and observing ethical standards.

### Study Plan Degree Requirements

The Bachelor of Pharmacy (BPharm) degree requires the completion of 150 Credit Hours, distributed according to the following plan:

#### Program Requirements

Component	Courses	Credit Hours
General Education	8	24
Core Courses	44	124
Elective Courses	1	2
Total Required	53	150

No.	Course Code	Course Name	Cr/H	Prerequisite
1	ACS 101	Communication Skills in Arabic Lang	3	None
2	CIS 101	Computer Fundamentals	3	None
3	HUM 101	Critical Thinking	3	None
4	REL 201	Islamic Studies	3	None
5	ENV 201	Environmental Sciences	3	None
6	STE 201	Statistics	3	CIS 101
7	RME 301	Research Methods	3	STE 201
8	BUS 204	Innovation and Entrepreneurship	3	60 credit hours of completed coursework
Total				24

#### Program Course Requirements (124 Credit Hours)

No.	Course Code	Course Title	C.H	Contact hours				Prerequisite
				L	T	P	Tot.	
1	PSC 111	Orientation to Pharmacy	3	3	-	-	3	-
2	PSC 112	Pharmaceutical Organic Chemistry I	2	2	-	-	2	-

3	PSC 113	Principles of Human Anatomy and Physiology I	3	2	-	2	4	-
4	PSC 114	Introduction to Pharmaceutical Analysis	2	2	-	-	2	-

No.	Course Code	Course Title	C.H	Contact hours				Prerequisite
				L	T	P	Tot.	
5	PSC 121	Physical Pharmacy I	3	2	-	2	4	PSC 111
6	PSC 122	Pharmaceutical Organic Chemistry II	3	2	-	2	2	PSC 112
7	PSC 123	Principles of Human Anatomy & Physiology II	3	2	-	2	4	PSC 113
8	PSC 124	Pharmaceutical Chemical Analysis I	3	2	-	2	4	PSC 114
9	PSC 125	Pharmacognosy	3	2	-	2	4	PSC 114
10	PSC 126	Pharmaceutical Microbiology	3	2	-	2	4	PSC 113
11	PSC 231	Physical Pharmacy II	3	2	-	2	4	PSC 121
12	PSC 232	Pharmaceutical Dosage Forms I	3	2	-	2	4	PSC 121
13	PSC 233	Biochemistry I	2	2	-	-	2	PSC 122
14	PSC 234	Introduction to Pharmacology	3	2	-	2	4	PSC 123
15	PSC 235	Principles of Pharmaceutical Care	3	-	-	-	3	PSC 111
16	PSC 236	Pharmaceutical Immunology & Infectious Diseases	2	2	-	-	2	PSC 126
17	PSC 241	Pharmaceutical Dosage Forms II	3	2	-	2	4	PSC 231 & PSC 232
18	PSC 242	Pharmacology & Therapeutics I	3	2	-	2	4	PSC 234
19	PSC 243	Pharmaceutical Chemical Analysis II	3	2	-	2	4	PSC 124
20	PSC 244	Medicinal & Pharmaceutical Chemistry I	3	2	-	2	4	PSC 122 & PSC 234
21	PSC 245	Pharmacy Legislation & Ethics	2	2	-	-	2	PSC 235
22	PSC 246	Biochemistry II	3	2	-	2	4	PSC 233
23	PSC 351	Biopharmaceutics & Pharmacokinetics I	3	2	-	2	4	PSC 241
24	PSC 352	Medicinal & Pharmaceutical Chemistry II	2	2	-	-	2	PSC 244
25	PSC 353	Pharmacology & Therapeutics II	3	2	-	2	4	PSC 242
26	PSC 354	OTC Drugs & Products	3	2	2	-	4	PSC 235

27	PSC 355	Pharmacology & Therapeutics III	3	2	2	-	4	PSC 242
28	PSC 356	Pharmaceutical Quality Control	3	2	-	2	4	PSC 243
29	PSC 361	Biopharmaceutics & Pharmacokinetics II	3	2	-	2	4	PSC 351
30	PSC 362	Pharmaceutical Technology	3	2	-	2	4	PSC 241

No.	Course Code	Course Title	C.H	Contact hours				Prerequisite
				L	T	P	Tot.	
31	PSC 363	Pharmacology & Therapeutics IV	3	2	2	-	4	PSC 355
32	PSC 364	Antimicrobial Agents & Chemotherapy	3	3	-	-	3	PSC 236
33	PSC 365	Drug Information & Literature Evaluation	3	3	-	-	3	PSC 235
34	PSC 471	Pharmacy Management & Marketing	3	3	-	-	3	PSC 245
35	PSC 472	Principles of Toxicology	2	2	-	-	2	PSC 363 & PSC 245
36	PSC 473	Phytotherapy	3	3	-	-	3	PSC 243
37	PSC 474	Pharmacology & Therapeutics V	3	2	2	-	4	PSC 363
38	PSC 475	Pharmacogenomics in Pharmacy Practice	2	2	-	-	2	PSC 363
39	PSC 481	Professional Community Pharmacy Rotation I	3	120				PSC 354
40	PSC 482	Professional Community Pharmacy Rotation II	3	120				PSC 354
41	PSC 483	Professional Pharmaceutical Technology Rotation	3	120				PSC 356 & PSC 362
42	PSC 484	Professional Hospital Pharmacy Rotation	3	120				PSC 354 & PSC 474
43	PSC 485	Professional Clinical Pharmacy Rotation	3	120				PSC 354 & PSC 474
44	PSC 500	Graduation Project (After completing 120 C.H.)	3	-	-	-	-	PSC 365, RME 301, and after completing 120 C.H.

## Program Elective Courses

Student must take one of the following elective courses:

Elective Course (2 Credit Hours)				
No.	Course Code	Course Title	Cr/H	Prerequisite
1	PSC 476	Phytochemistry	2	PSC 243
2	PSC 477	Drug Design	2	PSC 352
3	PSC 478	Pharmacoepidemiology & Drug Safety	2	PSC 365, RME 301
4	PSC 479	Cosmetic Science and Technology	2	PSC 354, PSC 241

## Suggested Study Plan

Students must complete all courses listed in the following study plan in the sequence shown.

Year 1 / Level 1							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 111	Orientation to Pharmacy	3	3	-	-	3	-
PSC 112	Pharmaceutical Organic Chemistry I	2	2	-	-	2	-
PSC 113	Principles of Human Anatomy and Physiology I	3	2	-	2	4	-
PSC 114	Introduction to Pharmaceutical Analysis	2	2	-	-	2	-
ACS/E 101	Communication Skills <b>in Arabic</b>	3	3	-	-	3	-
CIS 101	Computer Applications	3	3	-	-	3	-
HUM 101	Critical Thinking	3	3	-	-	3	-
<b>Total Semester Credit Hours: 19 C.H.</b>							

L: Lecture; T: Tutorial; P: Practical; Tot.: Total; C.H.: Credit hour  
P: 2 practical hours = 1 credit hour.

Year 1 / Level 2							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 121	Physical Pharmacy I	3	2	-	2	4	PSC 111
PSC 122	Pharmaceutical Organic Chemistry II	3	2	-	2	2	PSC 112

PSC 123	Principles of Human Anatomy & Physiology II	3	2	-	2	4	PSC 113
PSC 124	Pharmaceutical Chemical Analysis I	3	2	-	2	4	PSC 114
PSC 125	Pharmacognosy	3	2	-	2	4	PSC 114
PSC 126	Pharmaceutical Microbiology	3	2	-	2	4	PSC 113
<b>Total Semester Credit Hours: 18 C.H.</b>							

Year 2 / Level 3							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 231	Physical Pharmacy II	3	2	-	2	4	PSC 121
PSC 232	Pharmaceutical Dosage Forms I	3	2	-	2	4	PSC 121
PSC 233	Biochemistry I	2	2	-	-	2	PSC 122
PSC 234	Introduction to Pharmacology	3	2	-	2	4	PSC 123
PSC 235	Principles of Pharmaceutical Care	3	-	-	-	3	PSC 111
PSC 236	Pharmaceutical Immunology & Infectious Diseases	2	2	-	-	2	PSC 126
STE 201	Statistics	3	3	-	-	3	CIS 101
<b>Total Semester Credit Hours: 19 C.H.</b>							

Year 2 / Level 4							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 241	Pharmaceutical Dosage Forms II	3	2	-	2	4	PSC 231 & PSC 232
PSC 242	Pharmacology & Therapeutics I	3	2	-	2	4	PSC 234
PSC 243	Pharmaceutical Chemical Analysis II	3	2	-	2	4	PSC 124
PSC 244	Medicinal & Pharmaceutical Chemistry I	3	2	-	2	4	PSC 122 & PSC 234
PSC 245	Pharmacy Legislation & Ethics	2	2	-	-	2	PSC 235
PSC 246	Biochemistry II	3	2	-	2	4	PSC 233
REL 201	Islamic Studies	3	3	-	-	3	-
<b>Total Semester Credit Hours: 20 C.H.</b>							

Year 3 / Level 5							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 351	Biopharmaceutics & Pharmacokinetics I	3	2	-	2	4	PSC 241
PSC 352	Medicinal & Pharmaceutical Chemistry II	2	2	-	-	2	PSC 244
PSC 353	Pharmacology & Therapeutics II	3	2	-	2	4	PSC 242
PSC 354	OTC Drugs & Products	3	2	2	-	4	PSC 235
PSC 355	Pharmacology & Therapeutics III	3	2	2	-	4	PSC 242
PSC 356	Pharmaceutical Quality Control	3	2	-	2	4	PSC 243
RME 301	Research Methods	3	3	-	-	3	STE 201
<b>Total Semester Credit Hours: 20 C.H.</b>							

Year 3 / Level 6							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 361	Biopharmaceutics & Pharmacokinetics II	3	2	-	2	4	PSC 351
PSC 362	Pharmaceutical Technology	3	2	-	2	4	PSC 241
PSC 363	Pharmacology & Therapeutics IV	3	2	2	-	4	PSC 355
PSC 364	Antimicrobial Agents & Chemotherapy	3	3	-	-	3	PSC 236
PSC 365	Drug Information & Literature Evaluation	3	3	-	-	3	PSC 235
ENV 201	Environmental science	3	3	-	-	3	-
<b>Total Semester Credit Hours: 18 C.H.</b>							

Year 4 / Level 7							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 471	Pharmacy Management & Marketing	3	3	-	-	3	PSC 245
PSC 472	Principles of Toxicology	2	2	-	-	2	PSC 363 & PSC 245
PSC 473	Phytotherapy	3	3	-	-	3	PSC 343
PSC 474	Pharmacology & Therapeutics V	3	2	2	-	4	PSC 363
PSC 475	Pharmacogenomics in Pharmacy Practice	2	2	-	-	2	PSC 363
-----	Elective (student has to select one of the 4 elective courses)	2	-	-	-	-	Based on selected course
BUS 204	Innovation and Entrepreneurship	3	3	-	-	3	60 credit hours of completed
<b>Total Semester Credit Hours: 18 C.H.</b>							

Year 4 / Level 8							
Course Code	Course Title	C.H.	Contact hours				Prerequisite
			L	T	P	Tot.	
PSC 481	Professional Community Pharmacy Rotation I*	3	120				PSC 354
PSC 482	Professional Community Pharmacy Rotation II*	3	120				PSC 354
PSC 483	Professional Pharmaceutical Technology Rotation	3	120				PSC 356 & PSC 362
PSC 484	Professional Hospital Pharmacy Rotation	3	120				PSC 354 & PSC 474
PSC 485	Professional Clinical Pharmacy Rotation	3	120				PSC 354 & PSC 474
PSC 500	Graduation Project**	3	-	-	-	-	PSC 365, RME 301 (After completing
<b>Total Semester Credit Hours: 18 C.H.</b>							

\*Student can register for PSC 481 and PSC 482 during the summer semester (after level 6).\*\*Student can start his/her graduation project in level 7 and officially register for PSC 500 in level 8.

## Course Descriptions

### [PSC Courses](#)

#### **PSC 111 Orientation to Pharmacy**

This course introduces students to the scope of pharmacy practice and the curriculum that is required in the B.Pharm. program to practice as a pharmacist. Students will be aware of the profession of pharmacy and the role of the pharmacist within health care delivery. With this introduction, pharmacy students should be able to confirm their career choice early in their curriculum. The course also includes an introduction to prescriptions and basic calculations needed for compounding and dispensing of medications.

#### **PSC 112 Pharmaceutical Organic Chemistry I**

This course presents the fundamentals of certain topics in organic chemistry. It covers some important areas in organic chemistry, which include aliphatic and aromatic hydrocarbons, alkyl- and aryl halides, alcohols, ethers and epoxides. It emphasizes the pharmaceutical importance of these functional groups.

#### **PSC 113 Principles of Human Anatomy and Physiology I**

The course provides basic knowledge of normal human body structure and function necessary for students of College of Pharmacy to be capable of understanding other related pathological and clinical medical courses. It also assists students to properly understand the pharmacology of drugs and its application in clinical pharmacy.

#### **PSC 114 Introduction to Pharmaceutical Analysis**

This course introduces student to the field of pharmaceutical analysis by covering the theoretical basis and introductory to quantitative analysis techniques including chemical equilibrium, dissociation of acids and bases, pH calculations, and buffer solutions. It also covers different statistical methods to assess analytical data quality obtained from analytical methods to interpret their significance.

#### **PSC 121 Physical Pharmacy I**

The course is designed to acquaint students with physical pharmacy principles in order to for them to have strong foundation in the physical sciences, which apply to pharmaceutical dosage forms and formulations. The course covers states of matter, phase equilibria and phase rule, electrolyte and nonelectrolyte solutions and their colligative properties and solubility and distribution phenomena. This course will be complemented by and is a prerequisite to Physical Pharmacy II.

#### **PSC 122 Pharmaceutical Organic Chemistry II**



This course is a continuation of Pharmaceutical Organic Chemistry I. The course includes basic chemical reactions and mechanisms, stereochemistry, phenols, aldehydes, ketones, and carboxylic acid and their derivatives, properties and reactions of dysfunctional compounds, amines, aromatic and heterocyclic compounds, and an introduction to organic natural products.

Laboratory work concerning specific chemical reactions, organic synthesis, and identification of organic compounds is included.

### **PSC 123 Principles of Human Anatomy and Physiology II**

The course provides basic knowledge of normal human body structure and function necessary for students of Faculty of Pharmacy & Medical Sciences to be capable of understanding other related pathological and clinical medical courses. It also assists students to properly understand the pharmacology of drugs and its application in clinical pharmacy.

### **PSC 124 Pharmaceutical Chemical Analysis I**

This course covers the basic principle, practice, methodology, and applications of a several of volumetric quantitative chemical methods based on acid-base in aqueous and non- aqueous media, complex-formation, precipitation, and oxidation-reduction reactions. It also covers the basic fundamentals of gravimetric analysis and their applications in pharmaceutical field.

### **PSC 125 Pharmacognosy**

Pharmacognosy is the subject that deals with the general study of the important medicinal plants. The study includes their origin, morphology, histology, constituents and uses. The drugs are classified into groups according to their main therapeutic values.

### **PSC 126 Pharmaceutical Microbiology**

This course takes in consideration the microbiology as an explosive subject with many ramifications. It is designed to introduce the students to the microbes' world exemplified by Prokaryotes, Eukaryotes and the unique properties of the viruses. Trying to give a brief and up-date presentation of those aspects of medical organisms that can inflict damages to human health.

### **PSC 231 Physical Pharmacy II**

This course aims to provide students with basic physicochemical principles needed to explain characteristics and behavior of pharmaceutical dispersions like colloids, suspensions, emulsions, ointments, creams and aerosols. It also covers rheological properties of both Newtonian and non- Newtonian systems.

**PSC 232 Pharmaceutical Dosage Forms I**

The course comprised of principles and techniques involved in the formulation, preparation and evaluation of solid dosage forms. It covers physical properties of powders, preparation of bulk and divided powders, as well as effervescent and non-effervescent granules. Capsules and tablets types, methods of production/filling and storage are described. The course also covers rectal drug absorption, formulation and evaluation of suppositories.

**PSC 233 Biochemistry I**

This course deals with the general aspects of Chemistry of carbohydrates, amino acids, polypeptides and proteins, nucleic acids, lipids, vitamins and enzymes. This includes: their classification and biomedical importance.

**PSC 234 Introduction to Pharmacology**

This course provides students with Basic Pharmacological Concepts and in-depth Pharmacological and Therapeutic knowledge about Autonomic Nervous System related diseases. The course aims to improve students' ability to understand the pharmacodynamics and pharmacokinetic properties of drugs and identify how to assess the relevant factors for the management of patients with various Autonomic systems related conditions. Further, it is designed to help students integrate drug therapy into an overall nervous diseases management plan

**PSC 235 Principles of Pharmaceutical Care**

The purpose of this course is to provide students a comprehensive overview of pharmaceutical care principles.

**PSC 236 Pharmaceutical Immunology and Infectious Diseases**

This course discusses the main principles of mycology, bacterial resistance and principles of antimicrobial selection. It also emphasizes on the most common infections including upper and lower respiratory tract and urinary tract infections.

**PSC 241 Pharmaceutical Dosage Forms II**

This course covers basic principles of drug stability, routes of drug degradation and various means of avoiding them. It also covers sterile products including parenteral and ophthalmic preparations; their advantages & disadvantages, formulations, quality control tests and various sterilization procedures. In addition, aseptic techniques applied during the preparations of sterile products shall be covered. The course also includes an introduction to sustained released products, as well as packaging materials.

**PSC 242 Pharmacology and Therapeutics I**

This course provides students with in-depth Pharmacological and Therapeutic knowledge on cardiovascular diseases. The course aims to improve students' ability to understand the pharmacodynamics and pharmacokinetic properties of drugs and identify how to assess the relevant factors for the management of patients with various cardiovascular conditions. Further, it is designed to help students integrate drug therapy into an overall Cardiovascular and Respiratory conditions management plan

### **PSC 243 Pharmaceutical Chemical Analysis II**

This course provides students with fundamentals and hands-on practice on essential instrumental techniques used in the pharmaceutical analysis. In the first part of the course, the basics of electrochemical, absorption spectrophotometric, and atomic spectroscopic methods of analysis will be covered. In the second part of the course the theory, instrumentation, and

applications of a number of common chromatographic methods including thin layer liquid chromatography, gas chromatography, and high performance liquid chromatography, as well as common molecular spectroscopic techniques will be discussed.

### **PSC 244 Medicinal & Pharmaceutical Chemistry I**

This course covers the basic principle of medicinal chemistry. It deals with the relationship between chemical structure and biological activity. Topics covered include the effect of physicochemical properties on biological response, the effect of molecular modification on receptor binding and drug metabolism. The second part of the course is devoted to the study of chemotherapeutic agents.

### **PSC 245 Pharmacy Legislation and Ethics**

The purpose of this course is to introduce the students with the principles of law and ethics in pharmacy.

### **PSC 246 Biochemistry II**

The course emphasizes the importance of clinical laboratory investigations in the diagnosis of different diseases. It also discusses the clinical monitoring of certain narrow therapeutic window drugs.

### **PSC 351 Biopharmaceutics and Pharmacokinetics I**

This course focuses on biopharmaceutics aspects of how drugs get to the site of absorption, drug dissolution, membrane permeability, bioavailability and bioequivalence. More specifically, students are introduced to the importance of drug plasma levels, and the physiological and cell biology background related to gastrointestinal tract drug absorption. The routes of drug administration and formulation factors are covered as they influence its

bioavailability. Emphasis is given to discuss bioavailability and bioequivalence along with the new drug development process.

### **PSC 352 Medicinal & Pharmaceutical Chemistry II**

This course covers synthesis, pharmacological mechanism/ classification, structural features and structure activity relationship (SAR) studies and metabolism of major classes of medicinal agents. The detailed knowledge and understanding about targets by various medicinal compounds are discussed with emphasis given on the chemical basis of drug action. The new approaches to tackle the disease/ disorders are looked at briefly. Topics covered include adrenergic and cholinergic drugs, CNS depressants, analgesics, antihistamines, local anesthetics and cardiovascular drugs.

### **PSC 353 Pharmacology and Therapeutics II**

This course provides students with in-depth Pharmacological and Therapeutic knowledge on Central Nervous System Diseases. The course aims to improve students' ability to understand the pharmacodynamics and pharmacokinetic properties of drugs and identify how to assess the relevant factors for the management of patients with various Central Nervous System Diseases. Further, it is designed to help students integrate drug therapy into an overall Central Nervous Diseases management plan.

### **PSC 354 OTC Drug and Products**

This OTC course is designed to establish a strong knowledge of OTC drugs in all of its aspects and making pharmacist's job to be patient oriented and not product oriented. This will include monitoring, screening and evaluating drug treatment regimens either in community or hospital settings. In particular, symptoms associated with: gastro-intestinal tract, respiratory, skin, central nerves system, pediatrics, women's health, men's health, eyes and ears, holiday healthcare will be considered with respect to: possible causes; symptoms and signs; treatment available; counseling points; and when to refer to doctors.

### **PSC 355 Pharmacology and Therapeutics III**

This course provides students with in-depth knowledge on pharmacotherapy of Gastrointestinal and Endocrine Diseases. The course aims to improve students' ability to identify and assess the relevant factors for the management of patients with various Gastrointestinal (GIT) and Endocrine Diseases. Further, it is designed to help students integrate drug therapy into an overall Gastrointestinal and Endocrine Diseases management plan.

### **PSC 356 Pharmaceutical Quality Control**

This course provides students with an overview of pharmaceutical quality management system. Regulatory requirements during manufacturing and control of pharmaceuticals including various good practices will be covered. The course also focuses on the selection criteria for suitable methods of drug analysis, the organization of quality control laboratories, and quality control of drug substances and final pharmaceutical products. A selected number of drugs in various dosage forms will be experimentally characterized.

### **PSC 361 Biopharmaceutics & Pharmacokinetics II**

Pharmacokinetic concepts are introduced, including the concepts of pharmacokinetic models, linear and nonlinear pharmacokinetics, clearance and volume of distribution as they relate to drug concentration-time relationships for common routes of administration. Physiologic determinants of variability including age, body composition, renal and hepatic disease are also covered in relation to clinical application of pharmacokinetics.

### **PSC 362 Pharmaceutical Technology**

This course covers theoretical aspects & practical demonstration of different manufacturing unit processes like; heat transfer, filtration, particle size reduction, and particle size analysis. The course also examines preformulation studies and identify essential manufacturing steps, including powder mixing, powder flow, granulation, and drying that are applied in pharmaceutical industries. The course shall also cover the principles and guidelines applied in the design & operation of clean rooms.

### **PSC 363 Pharmacology and Therapeutics IV**

This course provides students with in-depth knowledge on pharmacotherapy of Autoimmune and Renal Diseases. The course aims to

improve students' ability to identify and assess the relevant factors for the management of patients with various Autoimmune and Renal Diseases. Further, it is designed to help students integrate drug therapy into an overall Autoimmune and Renal Diseases management plan.

### **PSC 364 Antimicrobial Agents and Chemotherapy**

This course provides students with in-depth knowledge on chemotherapeutics. The course aims to improve students' ability to identify and assess the relevant factors for the management of patients with various Infectious Diseases. Further, it is designed to help students integrate drug therapy into an overall Infectious Diseases management plan.

### **PSC 365 Drug Information & Literature Evaluation**

"Drug Information and Literature Evaluation" is a course designed to allow the student to think creatively and to accept responsibility for his/her own learning. Students are expected to complete all required readings and assignments before the lecture is

delivered. In addition, students are expected to actively participate in group discussions and to lead discussions when appropriate. Participation in assigned discussions will be evaluated based on the following: The student provides insightful comments. The student demonstrates knowledge acquired through assignments, etc. The student builds on thought processes from previous discussions and does not simply agree or disagree with previous statements. The student leads group discussions when appropriate

#### **PSC 471 Pharmacy Management & Marketing**

The purpose of this course is to introduce the students with the principles of pharmacy management and marketing.

#### **PSC 472 Principles of Toxicology**

This course is designed to give the student basic information about the general principles of clinical, heavy metals and environmental and occupational toxicology and the clinical management of poisoned patients

#### **PSC 473 Phytotherapy**

Study of medicinal plants and their active constituents. The study includes pharmacokinetic and pharmacodynamic effects of these constituents, as well as the appropriate dosage forms for administration of their preparations. Monographs on *Materia Medica* of selected medicinal plants are included in the study.

#### **PSC 474 Pharmacology and Therapeutics V**

This course provides students with in-depth knowledge on pharmacotherapy of pregnancy, family planning, pediatric, geriatric and respiratory conditions. The course aims to improve students' ability to identify and assess the relevant factors for the management of patients with the above conditions. Further, it is designed to help students integrate drug therapy into an overall management plan.

#### **PSC 475 Pharmacogenomics in Pharmacy Practice**

Pharmacogenomics is the study of how the genome affects the body's response to drugs. This branch of science holds the promise that drugs might be tailored for individuals and adapted to a patient's personal makeup, thus improving efficacy and safety. Pharmacogenomics combines traditional pharmaceutical sciences such as biochemistry with specific knowledge of genes, proteins, and single nucleotide polymorphisms. This course is designed to equip candidates with knowledge of the principles, concepts, and practical implications of pharmacogenomics that are relevant to clinical applications.

#### **PSC 481 Professional Community Pharmacy Rotation I**

The objectives of this initial training is to develop students' communication skills, knowledge of community pharmacy practice and to become familiar with different trade

of the over-the-counter (OTC) and generic names of some drugs available in the market. In addition, students are expected to understand how to respond to commands in the different types of prescriptions.

#### **PSC 482 Professional Community Pharmacy Rotation II**

Through the utilization of selected community pharmacies and competency-based objectives, the student will gain an appreciation for the profession of pharmacy as practiced in the community and develop professional attitudes, judgment and skills needed to function in this setting.

#### **PSC 483 Professional Pharmaceutical Technology Rotation**

This training program was designed to provide pharmacy students with the main principle of drug industry and to understand the main role of pharmacists in such field. Students during the training program will be asked to attend and to take part in all sections of drug industry such as: production line, quality control, quality assurance, raw material handling, and marketing department.

#### **PSC 484 Professional Hospital Pharmacy Rotation**

This training course will familiarize the student to hospital pharmacy practice in the inpatient and outpatient settings. The training is designed to provide students with the preparation needed to understand the practice environments they will enter and to expose them to areas of pharmacy practice they may have not previously considered within the hospital environment.

The student will learn different concepts in the hospital pharmacy, the philosophy of pharmacy consultant services and how to implement pharmaceutical care services. Moreover, the student will develop professional attitudes, judgment and skills needed to function in this setting. He will learn methods used to monitor drug therapy in the patient, treatment of common disease states seen, and how to effectively communicate with patients and health professionals regarding drug utilization. Where available, the student will be involved in the different operations carried out in the inpatient setting.

#### **PSC 485 Professional Clinical Pharmacy Rotation**

This training course (clerkship) will introduce the student to clinical pharmacy practice in the inpatient setting through clinically oriented patient-specific and non-patient-specific activities. The student will learn clinical pharmacy concepts, the philosophy of pharmacy consultant services and how to implement pharmaceutical care. In addition, the student will be exposed to methods used to monitor drug therapy in the patient, clinical manifestations, treatment and monitoring parameters of common disease states seen, and how to effectively communicate with patients and health professionals regarding drug utilization.

### **PSC 500 Graduation Project**

By the time students reach this level (120 Crd.Hrs) they will have studied a range of pharmaceutical topics, and have gained some experience of the techniques used in research, through lecture and workshop. Students will initially undertake a period of open- learning time covering research methodology and then spend a period of time on a course of specialist study. The faculty project committee has recently decided that this project should be run across both semesters in the final year. This will enable students to investigate an area of clinical pharmacy in significant detail, under supervision.

### **PSC Elective Courses**

#### **PSC 476 Phytochemistry**

This course covers the study of the chemistry of crude drugs such as volatile oils, glycosides, alkaloids bitter principles, resins and saponins etc. The study covers the chemical and physical properties, identification tests, methods of isolation and methods of assays.

#### **PSC 477 Drug Design**

This course introduces students to the modern approaches in the design and development of new pharmaceuticals based using computer aided drug design (CADD) modeling software and chemical drawing systems, and prediction of drug activity, physicochemical properties, and pharmacokinetic and pharmacodynamic properties of drugs. Also describes the importance of studying the receptor and enzyme structure in the design of suitable chemical scaffolds for agonist and antagonist activity.

#### **PSC 478 Pharmacoepidemiology & Drug Safety**

This course discusses all of the epidemiological aspects of drug use including adverse drug reactions, post-marketing surveillances and the statistical approach to risks of medications errors.

#### **PSC 479 Cosmetic Science and Technology**

The course provides basic terms and definitions used in the cosmetic industry. It provides overviews functions, product design, formulation and development, and quality control of cosmetic ingredients. The physiological, pharmaceutical, and formulation knowledge of decorative care products are covered with examples of OTC cosmetic products.



# Master of Business Administration

## Program Mission

The mission of the Department of Business Administration at CUCA is to provide high quality learning experience that enables students to develop knowledge and skills necessary to achieve their professional goals and transform them into high impact global leaders committed to the highest professional and ethical standards. The principal focus of the Department of Business Administration is to impart the necessary competencies and develop institutional leadership for effective decision-making.

## Program Goals

The MBA program aims to provide its students with:

1. Advanced business management knowledge to succeed in rapidly changing business environments.
2. Critical thinking and collaborative skills to serve national and multinational enterprises that create value in a dynamic global economy.
3. Leadership and interpersonal skills to become agents of organizational development, change and corporate social responsibility.
4. Opportunities for self-assessment, continuous learning and career growth to become exemplary future business leaders.

## Program Learning Outcomes

Students who successfully complete the MBA program should be able to:

1. Develop highly specialized knowledge of current and emerging management concepts, research methodologies and technology.
2. Apply advanced problem solving skills to analyze and solve highly complex business problems.
3. Make ethical strategic decisions in a variety of managerial and business contexts to demonstrate responsibility
4. Demonstrate the ability to manage professional activities both individually and in teams.

## Total Quality Management

1. Design TQM programs for individuals and teams using appropriate internationally recognized quality management systems.
2. Evaluate the effectiveness of total quality management systems and recommend feasible and innovative improvements.

## Human Resource Management

1. Apply ethical HR international best practices sensitively to drive business performance.

2. Develop HR policies and governance systems and set performance standards for organizational development.

### Degree requirements

COMPONENT	COURSES	CREDIT HOURS
Core Courses	7	21
Specialization Courses	5	15
<b>Total Required</b>	<b>12</b>	<b>36</b>

### Graduation Requirements

To be eligible for graduation, students must satisfy each of the following requirements:

- Satisfactorily complete the MBA curriculum
- Achieve a CGPA of at least 3.00.

### Pre-MBA Program

COURSE NUMBER		COURSE NAME	TEACHING HOURS Non-credit
ACC	101	Accounting 1	3
BUS	102	Business Statistics	3
ECO	201	Microeconomics	3
FIN	301	Financial Management	3
MKT	302	Principles of Marketing	3
Total Teaching Hours			15

### MBA Core Courses

COURSE NUMBER		COURSE NAME	CREDIT HOURS	PREREQUISITE
<b>MODULE 1</b>				
MIS	501	Advanced Management Information Systems	3	
MGT	550	Management Research Methods	3	
MKT	570	Advanced Marketing Management	3	
FIN	505	Managerial Finance	3	

MGT	505	Advanced Operations Management	3	
MGT	565	Organizational Behavior and Leadership	3	
BUS	502	Business Strategy and Ethics (Capstone)	3	FIN 505; MGT 505; MKT 570
Total Credit Hours			21	

### MBA - Total Quality Management

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
<b>MODULE 1</b>				
MIS	501	Advanced Management Information Systems	3	
MGT	550	Management Research Methods	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
<b>MODULE 2</b>				
MKT	570	Advanced Marketing Management	3	
FIN	505	Managerial Finance	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
<b>MODULE 3</b>				
MGT	505	Advanced Operations Management	3	MGT 550
MGT	565	Organizational Behavior and Leadership	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
<b>MODULE 4</b>				
BUS	502	Business Strategy and Ethics (Capstone)	3	FIN 505; MGT 505; MKT 570
TQM	600	Designing Organizations for Quality	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
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MODULE 5				
TQM	601	Planning and Continuous Improvement	3	TQM 600
TQM	602	Strategic Performance Measurement Systems	3	BUS 502, TQM 600
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
MODULE 6				
TQM	603	Statistical Quality Control	3	MGT 505, MGT 550
TQM	604	Service Quality Management (Elective )	3	TQM 601
TQM	605	Balanced Scorecards (Elective )		TQM 600
TQM	606	Leadership for Performance Excellence (Elective )		MGT 565
Total Credit Hours			6	
Cumulative Credit Hours			36	

- Students choose 1 of 3 elective courses.

### MBA - Human Resource Management

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
MODULE 1				
MIS	501	Advanced Management Information Systems	3	
MGT	550	Management Research Methods	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
MODULE 2				
MKT	570	Advanced Marketing Management	3	
FIN	505	Managerial Finance	3	
Total Credit Hours			6	

COURSE NUMBER	COURSE NAME		CREDIT HOURS	PREREQUISITE
MODULE 3				
MGT	505	Advanced Operations Management	3	MGT 550
MGT	565	Organizational Behavior and Leadership	3	

Total Credit Hours	6	
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COURSE NUMBER		COURSE NAME	CREDIT HOURS	PREREQUISITE
<b>MODULE 4</b>				
BUS	502	Business Strategy and Ethics (Capstone)	3	FIN 505; MGT 505; MKT 570
HRM	600	Strategic Human Resource Management	3	
Total Credit Hours			6	

COURSE NUMBER		COURSE NAME	CREDIT HOURS	PREREQUISITE
<b>MODULE 5</b>				
HRM	601	International Human Resource Management	3	HRM 600
HRM	602	Remuneration and Performance Management	3	HRM 600
Total Credit Hours			6	

COURSE NUMBER		COURSE NAME	CREDIT HOURS	PREREQUISITE
<b>MODULE 6</b>				
HRM	603	Human Resource Development	3	HRM 602
HRM	604	Negotiation and Conflict Management ( Elective )	3	HRM 600
HRM	605	Applied Human Resource Management ( Elective )		HRM 600
HRM	606	Talent Management and Retention ( Elective )		HRM 600
Total Credit Hours			6	
Cumulative Credit Hours			36	

- Students choose 1 of 3 elective courses.

## Course Descriptions

### MBA Preparatory Courses

#### **Accounting 1 • ACC 101**

The significance of accounting and the challenges it presents. Extensive coverage and review of major concepts followed by practical exercises.

#### **Business Statistics • BUS 102**

This course introduces students to statistical analysis and how it relates to business decision making. Students will learn how to apply statistical tools for the collection, presentation, description, analysis and interpretation of data in business contexts. Topics covered include variables, levels of measurements, basic survey design, descriptive measures, probability analysis, sampling and hypothesis testing, correlation, regression analysis, and time-series forecasting. The course includes theoretical and practical lectures.

#### **Microeconomics • ECO 201**

An introduction to the analysis of the principles and problems at the microeconomic level. This course elaborates on the theories of demand and supply along with the various types of elasticity. It discusses the costs of production and the profit maximization for an individual firm under varying degrees of competition, pricing, and the deployment of resources.

#### **Financial Management • FIN 301**

The course gives an understanding and perspective on the financial management functions in an organization. It provides the ability to use tools like financial statement analysis, financial planning and working capital management. It enhances long term investment decisions through the use of valuation principles and equips students with the ability and confidence to tackle common financial problems in practice.

#### **Principles of Marketing • MKT 302**

This course describes the relationship between the firm and its customers, market opportunities and customer value. It analyzes the marketing environment and ways to manage marketing information. It helps the students to explain product, product life cycle, customer-driven marketing strategy, product decisions, pricing strategies, distribution channels and promotion mix.

### MBA Core Courses

#### **Advanced Management Information Systems • MIS 501**

**Prerequisite: None**

This course provides students with the latest developments and practices from the Management Information Systems (MIS) field. Students explore several key elements of the

information age ranging from online business practice to business intelligence. Topics relate directly to the specialized areas of business and management, and include the practical use of software programs used to manage those areas.

**Management Research Methods • MGT 550**

**Prerequisite: None**

This course provides students with the opportunity to identify and apply appropriate research methodologies including quantitative and qualitative methods approaches, in order to design, analyze, interpret, and report research results. The main goal of this course is to enable students to make informed decisions using advanced statistical analysis based on accurate, reliable, and timely information, just like managers in a corporate setting.

**Advanced Marketing Management • MKT 570**

**Prerequisite: None**

This course provides an understanding of the application of marketing theories, concepts, and practices as they relate to the management of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. A key element of the course will include the relationship of the "marketing mix" to strategic planning. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, will be examined. Students will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. They will also come to understand how product, price, place, and promotion contribute to the marketing mix as they explore research-based insights into consumer behavior.

**Managerial Finance • FIN 505**

**Prerequisite: None**

This course provides an introduction to managerial finance, financial statements and analysis, cash flow and financial planning. Students will also explore the time value of money, capital budgeting techniques, the cost of capital, capital structure, and working capital management.

**Advanced Operations Management • MGT 505**

**Prerequisite: MGT 550**

This course helps students to apply the operations management principles and strategies for improving the service/product innovation. Focus is laid on analyzing the design of operations processes from the product-process matrix view point and developing a global supply chain management strategy through the usage of information technology (IT) and inventory management techniques. By studying this course, students will be able to analyze the improvement processes from various perspectives of lean and six sigma tools and apply them successfully in managing projects.

**Organizational Behavior and Leadership • MGT 565****Prerequisite: None**

This course focuses on the study of human behavior in organizations. Students will learn various theoretical concepts and practical methods for understanding, analyzing, and predicting individual and group behavior, teamwork, motivation, interpersonal conflict and communication. In addition, students will learn various leadership theories and practices in organizations, and global leadership. Students will also conduct critical analyses of various models and issues related with leadership, analyze cases, and apply theories innovatively and ethically.

**Business Strategy and Ethics (Capstone Course) • BUS 502****Prerequisite: FIN 505; MGT 505; MKT 570**

This is a capstone course and it enables students to learn about the dynamics of strategic management process and strategy formulation an applied manner. It equips students to critically analyze, interpret, and evaluate both internal and external environments in local and global contexts. By studying this course, students will develop hands on skills of strategic decision-making frameworks and approaches and be able to apply them successfully at personal, organizational, and societal levels. Focus will be laid on critically analyzing the corporate ethical principles and ethical issues in the workplace and train them to apply in the dynamic organizational scenarios.

**Specialization Courses (Total Quality Management)****Designing Organizations for Quality • TQM 600****Prerequisite: None**

This course covers the principles of total quality management and emphasizes the high-performance management practices, such as those reflected in the ISO 9000 and Six Sigma. Topics will include: foundations of quality management, tools and techniques for quality and managing for performance excellence.

**Planning and Continuous Improvement • TQM 601****Prerequisite: TQM 600**

This course covers the necessary tools and techniques for continuous improvement and problem solving. Students will learn how to develop their interpersonal skills and work effectively in teams. In addition, this course helps students and guides them through the effective use of problem-solving tools and helps them apply the quality improvement process in all aspects of their work.

**Strategic Performance Measurement Systems • TQM 602    Prerequisite: BUS 502, TQM 600**

This course focuses on various types of performance indicators for continuous improvements and how to identify indicators that achieve organizations' goals and objectives. Students will learn how to develop and design effective performance measurement systems. Topics will include: quality and process indicators, indicators criticalities and curiosities, performance



indicators properties, designing a performance measurement system and indicators, measurement, preferences and evaluation.

**Statistical Quality Control • TQM 603**  
**MGT 550**

**Prerequisite: MGT 505,**

This course introduces students to the modern quality control techniques for statistical process monitoring and control. Students will advance their knowledge of the benefits of process improvement tools and apply statistical process control for continuous quality improvement. Topics will include: quality improvement, DMAIC process (define, measure, analyze, improve and control), control charts for variables and attributes, monitoring and controlling techniques.

**Service Quality Management (Elective) • TQM 604**

**Prerequisite: TQM 601**

This course explores the importance of service quality and its role in the organization's overall performance. This course examines the key dimensions of services and how it differs and interacts with tangible products and their role in the economy. Students will learn various models of service design and service quality management. The course builds on conceptual frameworks and cases from a wide range of service businesses that are selected from different types of fields.

**Balanced Scorecards (Elective) • TQM 605**

**Prerequisite: TQM 600**

This course covers step-by-step processes on how to guide managers in creating scorecards and dashboards. It then shows Excel developers how to create those scorecards and dashboards. Students will learn how balanced scorecards help organizations translate strategy into action and how to build, implement and manage with a balanced scorecard performance management system. It also helps students develop the necessary team skills and knowledge to implement a scorecard system in their organizations

**Leadership for Performance Excellence (Elective) • TQM 606**

**Prerequisite: MGT 565**

This course provides a broad overview and a thorough understanding of leadership sustainability. Students will learn the essential qualities of leadership, leadership development and effectiveness. In addition, students will examine various ways to initiate, engage, construct and participate in building leadership sustainability. In the process, they will learn how to develop a compelling vision and demonstrate ethical leadership to achieve sustainable performance excellence.

## **Specialization Courses (Human Resource Management)**

### **Strategic Human Resource Management • HRM 600**

**Prerequisite: None**

This course focuses on the strategic role of human resource management and how it contributes to the organization's success. Students will explore concepts, approaches, tools, models, and techniques used to develop effective strategic plans. Topics include; strategic planning, the strategic staffing, design and redesign of work systems, and other strategic HR activities. Also this course links the most important concepts with case analysis.

### **International Human Resource Management • HRM 601 Prerequisite: HRM 600**

This course provides students with an opportunity to learn the key role of human resource management in diverse organizational environments. Students will analyze and discuss challenges facing global HR managers in managing employees from diverse backgrounds and working in multinational organizations.

### **Remuneration and Performance Management • HRM 602 Prerequisite: HRM 600**

This course focuses on the strategic use of compensation systems to retain, motivate, and reward employee performance. Students explore incentive pay, person-focused pay, benefits, contemporary issues, and challenges facing compensation professionals. Students will have the opportunity to design and develop effective compensation systems.

### **Human Resource Development • HRM 603**

**Prerequisite: HRM 602**

This course examines the primary role of human resource development and training in employee development and high organizational performance. Topics include; strategic issues in HRD, employee behavior, designing and implementing HRD programs, training, career development, remuneration and performance, and organizational culture.

### **Negotiation and Conflict Management (Elective) • HRM 604 Prerequisite: HRM 600**

This course helps students to develop their perceptual, analytical and interpersonal skills in handling the frequent conflicts and negotiation that confront managers and decision-makers in the workplace. The course also aims to equip the students with tools, techniques and strategies to effectively and ethically manage negotiations and conflicts in diverse professional contexts.

### **Applied Human Resource Management (Elective) • HRM 605 Prerequisite: HRM 600**

This course provides students in the HRM specialization with the opportunity to strengthen their learning experiences from previous HRM courses. Students will have the opportunity to simulate the human resource work environment through group discussion and case analysis,

identifying and solving human resource problems, and applying human resource management theories.

**Talent Management and Retention ( Elective )**

**Prerequisite: HRM 600**

This course provides all elements of talent management strategy, from employee recruiting to retention. Students will learn the core elements of talent management and learn how to develop and implement effective talent management systems within your organization. Students will have the opportunity to analyze and evaluate the impact of HRIS on the role of the HR main functions.

## **Master of Law**

### **Vision**

The vision of Master's Program in Law focuses on excellence, contemporary and creativity in the field of law and the ability to compete in the local and regional markets.

### **Mission**

The program mission is based on the diffusion of knowledge, also to promote and strengthen scientific research meaningful and fruitful in the field of law and human resources development and rehabilitation, to meet the needs of the community at the local and regional levels.

### **Program Objectives**

- Enhance the student's ability to contribute to the development of legislation in the field of the law of the United Arab Emirates.
- Analyze and explain the nature of the facts and legal acts and their bifurcation within the framework of public and private law.
- Encourage outstanding students of a Bachelor's degree in law or its equivalent to continue their higher studies in the field of law within UAE.
- Find an academic distinct role of the College on all scientific and academic levels at the local, regional and global levels, in the field of law.
- Development of scientific research in all branches of law and enable the students to prepare specialized research.

### **Graduation Requirements**

- The student passes at least 24 credit hours of the mandatory and elective required courses offered by the Department.
- The student successfully passes the discussion of thesis equivalent to 9 credit hours and achieves minimum CGPA 2 out of 4.
- The minimum period of thesis completion from the date of completing all courses of 24 credit hours is six months.
- Complete any pre-requisites required upon admission.
- Complete all administrative procedures required upon admission.
- The student achieves at least CGPA 3 out of 4.
- Maximum study period in the Program is four years.

### **Master of Public Law**

#### **Program Learning Outcomes**

The Master's program in Public Law enables the graduates to:

1. Know the basic principles contained in the various divisions of public law.
2. It links legal studies in the field of public law and the community matters.
3. Interpret the legislative content in the field of public law.
4. Analyze judicial rulings issued in the field of public law.
5. Analyze the community problems in the field of public law.

### **Degree requirements**

The College confers Master in Public Law after the student successfully completes the scientific degree requirements. It consists of thirty-three (33) credit hours divided as follows:

- Mandatory courses (18) credit hours.
- Elective courses (6) credit courses, the student selects two courses out of the offered elective courses.
- Thesis equivalent to (9) credit hours.

### **Study Plan**

#### **1- Mandatory Program Courses (6 courses covering 18 credit hours)**

COURSE CODE	COURSE NAME	CH
LAW 641	Constitutional Law and Political Systems with Deepen	3
LAW 671	Advanced Administrative Law	3
LAW 631	Advanced Penalty Law	3
LAW 651	Public International Law in Arabic and English	3
LAW 672	Financial and Economic Legislation in Arabic and English	3
LAW 680	Legal Research Methods	3
	Total	18

#### **2- Elective Program Courses (2 Courses covering 6 credit hours)**

COURSE CODE	COURSE NAME	CH
LAW 661	Governance System in Islam	3
LAW 652	Advanced Environmental Protection Law	3
LAW 632	Special Penalty Law Comparative Study	3
LAW 653	Legal Regulation of Human Rights	3
LAW 633	Advanced Penalty Procedural Law	3

	Total	15
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## Courses Descriptions

### **LAW 641: Constitutional Law and Political Systems with Deepen Prerequisite: None**

**General Curriculum:** Study of Constitutional Law principles, contemporary political regimes and the constitutional regime of the United Arab Emirates.

**Special Curriculum:** Extensive study of one topic or more of the Constitutional Law and political regimes determined in light of the criteria approved by the College Board e.g. ruling regime in the United Arab Emirates, control of laws constitutionality and models of public rights and freedoms.

### **LAW 671: Advanced Administrative Law**

**Prerequisite : None**

**General Curriculum:** Study of general principles of the Administrative Law, centralized and decentralized administrative organization and its applications in the United Arab Emirates, administrative discipline, public facilities, general administrations means and public office.

**Special Curriculum:** Lengthy study of one topic or more of the Administrative Law in the United Arab Emirates such as: administrative decision, administrative contract, administrative discipline, public office, career disciplining, administrative superordinate control, environment administrative protection, electronic administrative contracts and arbitration in the disputes of international administrative contracts.

### **LAW 631: Advanced Penalty Law**

**Prerequisite : None**

**General Curriculum:** Study general theory of crime and punishment, general provisions of criminal litigation, ways of substantiation and challenging judgments delivered therein.

**Special Curriculum:** Extensive study of one topic or more of the UAE Criminal Law such as criminal liability of juristic persons, special criminal intention and criminal contribution in the national and Islamic legislations.

### **LAW 651: Public International Law in Arabic & English**

**Prerequisite : None**

**General Curriculum:** This course introduces the contemporary International Public Law and its sources and nature of rules.

**Special Curriculum:** Includes extensive study of one topic or more of the International Public Law determined in light of the criteria approved by the College Board e.g. International Humanitarian Law, International Economic Law and International Human Rights Law.

### **LAW 672: Financial and Economic Legislations in Arabic & English**

**Prerequisite: None**

**General Curriculum:** Study of general finance topics of the state, financial and economic legislations and referring to the most important effective laws in the UAE in the economic and financial field.

**Special Curriculum:** Includes extensive study of one topic or more of the financial and economic legislations in the UAE to be determined in light of the criteria approved by the Department Board.

### **LAW 680: Legal Research Methods**

**Prerequisite: None**

This course addresses two basic axes, the first generally introduces scientific research methods in its general meaning and its importance, targets and obstacles; the second addresses the legal research in its special meaning, stages and steps of research preparation. It introduces to the student the use of sources and references in pages. It specifically teaches the student legal research ways, sources, and way of using them in writing research papers. It also sheds light on the formal and objective aspects in legal writing in a way that develops skills of student in drafting, analysis and preparation of future research and studies.

**LAW 661: Governance System in Islam**

**Prerequisite: None**

**General Curriculum:** It aims at the review of curricula of: approach to Islamic fiqh study, fiqh principles, Islamic culture, and provisions of will, inheritance and endowment.

**Special Curriculum:** This course introduces the legal state and its emergence and fundamentals in recent constitution and in the Islamic regime. It examines original and collateral sources of constitution and legal rules hierarchy in the recent state and the Islamic regime, and submission of administration to law in both of them. It manifests the basis of rights and freedoms in Islamic fiqh and its properties. It further examines the guarantees of recent legal state fulfillment by separation of powers and regulation of judicial control.

**LAW 652: Advanced Environment Protection Law**

**Prerequisite: None**

**General Curriculum:** Introduces the Environment Protection Law, different environment elements protected by the law, environment administrative and criminal protection and public agencies concerned with environment protection.

**Special Curriculum:** Includes extensive study of one topic or more of the Environment Protection Law in the UAE e.g. sea, land and air environment protection from pollution, environmental risks and protection from same, environmental diversity protection legislations, nuclear radiation pollution, and role of public authorities in protection from environmental risks.

**LAW 632: Special Penalty Law– Comparative Study**

**Prerequisite: None**

**General Curriculum:** Study of private section of the Penalty Code, in particular, the crimes committed against persons and monies. This curriculum is determined in consistency with the topic of study in the special curriculum.

**Special Curriculum:** Includes extensive study of one topic or more of the special criminal legislations in the UAE, for example, recent crimes in modern communications technology scope, Budapest Convention on Cybercrime, money laundering crime, and illegitimate trafficking of human organs.

**LAW 653: Legal Regulation of Human Rights**

**Prerequisite: None**

**General Curriculum:** Introduces rights and its divisions, human right divisions and its historical development stages, regional and international pacts with reference to the most important public rights and freedoms provided in the UAE Constitution and covers means and methods of their protection in the Islamic Shariah.

**Special Curriculum:** Includes extensive study of one topic or more of Human Rights Law, position of the Emirati legislator in its regard, determined in light of the criteria approved by the College Board

such as right to education, right to health, right to privacy, gender equality, right of nations to self-determination and the International Human Rights in changed world Law.

**LAW 633: Advanced Penalty Procedural Law**

**Prerequisite: None**

**General Curriculum:** Introduces the Criminal Procedures Law, lawsuits that arise from the crime, criminal lawsuit stages, reasons of its abatement, the powers of judicial officers, criminal judgment and ways of challenging judgments.

**Special Curriculum:** Includes extensive study of one topic or more of the UAE Criminal Procedures Law determined in light of the criteria approved by the College Board: Rule of recovery of illegitimately obtained evidences in the criminal procedures, comparison, evidence legitimacy, criminal matters, legitimacy of evidences originated from scientific means.

**LAW 699: Thesis**

**Prerequisite: None**

The student prepares “thesis” in one of the Public Law Department will be appointed for each student. When necessary, an assistant supervisor can be appointed from other than the Public Law Department. The “thesis” will be registered only after the student successfully completes the study of mandatory courses (18 credit hours).

On proposal of the Public Law Department Board, the supervisor is appointed by resolution of the College Board. The student is evaluated according to Article 11 in the Special Part of the Program in this Document.



## Master in Private Law

### Program Learning Outcomes

The Master's program in Private Law enables the graduates to:

1. Know the basic principles contained in the various divisions of private law.
2. It links legal studies in the field of private law and the community matters.
3. Interpret the legislative content in the field of private law.
4. Analyze judicial rulings issued in the field of private law.
5. Analyze the community problems in the field of private law.

### Degree requirements

The College confers Master in Private Law after the student successfully completes the scientific degree requirements. It consists of thirty-three (33) credit hours divided as follows:

- Mandatory courses (18) credit hours.
- Elective courses (6) credit courses (the student selects two courses out of the offered elective courses.)
- Thesis equivalent to (9) credit hours

#### 1- Mandatory Program Courses (6 courses covering 18 credit hours)

COURSE CODE	COURSE NAME	CH
LAW 680	Legal Research Methods	3
LAW 611	Advanced Civil Law	3
LAW 621	Commercial Law in Arabic and English	3
LAW 614	Private International Law in Arabic and English	3
LAW 613	Advanced Civil and Commercial Procedural Law	3
LAW 662	Islamic Law	3
	Total	18

**2- Elective Program Courses (2 Courses covering 6 credit hours)**

COURSE CODE	COURSE NAME	CH
LAW 622	Intellectual and Industrial Property Law	3
LAW 624	Legislation Antitrust and Consumer Protection	3
LAW 623	Domestic and International Arbitration Rules	3
LAW 625	Electronic Transactions Law	3
LAW 622	Intellectual and Industrial Property Law	3
	Total	15

**Courses Descriptions**

**LAW 611: Civil Law with deepen**

**Prerequisite: None**

**General Curriculum:** This Course introduces voluntary and involuntary sources of obligation including contract, unilateral action, injurious act, useful act and law. It also covers obligation provisions and substantiation provisions.

**Special Curriculum:** Includes extensive study in the UAE law for one topic of the contracts and resulting civil liability including sale, lease, insurance and construction contract, consumer protection rules in ordinary contracts, e-contracts, newly introduced contracts in technical and sport fields e.g. professional player contract.

**LAW 621: Commercial Law in Arabic & English**

**Prerequisite : None**

**General Curriculum:** Study of general principles of the Commercial Law, commercial companies and commercial notes.

**Special Curriculum:** Includes extensive study of one topic or more of the UAE Commercial Transactions Law E.g. Business Theory, sole proprietorship, maritime carrier liability, air carrier liability, sea crash, bank account, bank transfer, cheque and joint stock company.

**LAW 614: Private International Law in Arabic & English**

**Prerequisite : None**

**General Curriculum:** Includes study of different topics of the International Private Law as nationality, foreigners' legal position, conflict of laws, and conflict of international jurisdiction and enforcement of foreign judgments.

**Special Curriculum:** Includes extensive study of one topic or more of the International Private Law and position of the Emirati legislator such as: applicable law to some question, competent judicature, issues of natural and juristic persons' nationality, referral, international civil litigation procedures, summary judicature in the international private disputes, denial of justice, history of laws in contractual obligations field, applicable law to electronic information services contracts, applicable law to satellite launch and applicable law to counter warranty contract.

**LAW 624: Anti-trust and Consumer Protection Legislations**

**Prerequisite : None**

**General Curriculum:** Study of Commercial Transactions Law provisions, commercial contracts and voluntary sources.

**Special Curriculum:** Illustrates the concept of consumer in the UAE legislation and introduces consumption contracts, importance of consumer protection through approaching a topic of study e.g. study of internationally acquainted consumer rights, safety and health in ordinary use of products, attain correct information and data about the products that he buys, uses or provided to him, free choice of products that meet specifications conformant quality conditions, face prejudicial conditions in contract, way of his protection under working rules in law in general, right to litigate, cases of liability denial and its insurance, criminal rules of product safety guarantee and requesting equitable remedy for personal and tangible damage.

**LAW 680: Legal Research Methods**

**Prerequisite: None**

This course addresses two basic axles, the first generally introduces scientific research methods in its general meaning and its importance, targets and obstacles; the second addresses the legal research in its special meaning, stages and steps of research preparation. It introduces to the student the use of sources and references in pages. It specifically teaches the student legal research ways, sources, and way of using them in writing research papers. It also sheds light on the formal and objective aspects in legal writing in a way that develops skills of student in drafting, analysis and preparation of future research and studies.

**LAW 622: Intellectual and Industrial Property Law**

**Prerequisite: None**

**General Curriculum:** Introduces intellectual and industrial property in general and determination of its elements, industrial and commercial property rights, royalty and technical property rights, legal rules of intellectual property protection at local and international levels.

**Special Curriculum:** Includes extensive study of one topic of the intellectual and industrial property in the UAE and comparative law such as: patents, industrial drawings and models, trademark, trade name, protected literary and artistic compilations and legal protection of software and databases.

**LAW 662: Islamic Law**

**Prerequisite: None**

**General Curriculum:** Reviews curricula of approach to the study of Islamic Shariah, Islamic fiqh and personal status.

**Special Curriculum:** Includes extensive study of one topic of the Islamic Shariah in civil and commercial transactions field, family in Islam, judicature in Islam, Islamic Shariah objectives, Islamic legislation sources, study of legal systems in point of view of Islamic Shariah e.g. property system, theory of contract and others.

**LAW 623: Domestic and International Arbitration Rules**

**Prerequisite: None**

**General Curriculum:** Introduces nature of commercial arbitration and its importance and role in resolution of commercial disputes at domestic and international levels, arbitration procedures, applicable law to arbitration and enforcement of arbitration awards in the UAE law.

**Special Curriculum:** Includes extensive study of one topic or more of arbitration, position of Emirati legislator in its regard such as: submission agreement, choice of arbitrators, applicable law to arbitration, arbitration procedures, and enforcement of arbitration award, contest arbitration award, arbitration litigation and awarding damages in arbitration.

**LAW 625: Electronic Transactions Law**

**Prerequisite: None**

**General Curriculum:** The study includes principles of the Commercial Law – commercial sale contract – substantiation rules in commercial matters.

**Special Curriculum:** Includes extensive study of one of the following topics and position of Emirati legislator in its regard including: Concept of e-commerce, electronic contracting: conditions and effects of contract and ways of payment in e-commerce, e-credit cards, substantiation of e-commerce contracts, authoritative nature of e-signature and legal system of e-contracts.

**LAW 613: Civil and Commercial Procedural Law with deepen      Prerequisite: None**

**General Curriculum:** This course introduces the UAE Civil and Commercial Procedures Law, scope of its application in terms of time, basic principles on which the judicial system is established, types and degrees of courts in the UAE, persons contributing in the judicial work as judges and their assistants, different guarantees of judges, different jurisdiction rules, claims and means of its use such as motions and pleas, judicial litigation from beginning to end, judgments, orders and ways of challenge.

**Special Curriculum:** Includes extensive study of the UAE Civil and Commercial Procedures Law by approaching topics as judicial proceedings of civil action, ways of challenge and enforcement of civil judgments including for example jurisdiction rules, judgments, orders, ways of challenge, litigation, judicial notice provisions, summary judicature and litigation guarantees.

**LAW 699: Thesis      Prerequisite: None**

The student prepares “thesis” in one of the Public Law Department will be appointed for each student. When necessary, an assistant supervisor can be appointed from other than the Public Law Department. The “thesis” will be registered only after the student successfully completes the study of mandatory courses (18 credit hours).

On proposal of the Public Law Department Board, the supervisor is appointed by resolution of the College Board. The student is evaluated according to Article 11 in the Special Part of the Program in this Document.

## **Professional Diploma in Teaching**

### **Program Mission**

The Professional Diploma in Teaching is a new qualification which combines theoretical studies and practical experience. It equips students with an integrated academic program which consists of several courses. The program consists of 24 credit hours for graduates wishing to practice the teaching profession. It qualifies its graduates to teach in governmental and private schools. This qualification is a prerequisite for employment as a teacher in several countries in the region. The program is dedicated to qualifying teachers of Arabic, Islamic studies, social studies, science, mathematics, English, IT or any other field related to education.

### **Program Objectives**

The Professional Diploma in Teaching Program aims at assisting students in getting specialized educational knowledge as well as the basic skills and orientations required for teaching in the basic and secondary education through the following:

- Developing teaching skills in the following disciplines: Islamic studies, Arabic, English, social studies, science, mathematics, and IT.
- Providing experience in teaching methods and various possible learning opportunities.
- Developing awareness of educational technology in learning and teaching the following educational subjects: Islamic studies, Arabic, English, social studies, science, mathematics, and IT.
- Providing feedback on the policies and modern tendencies which may affect the school curricula.
- The ability to understand and deal with the learners with special needs.

### **The Program Learning Outcomes:**

By the end of this Program, the students shall be able to:

- Use modern and suitable educational methods and techniques in teaching various subjects: Islamic studies, Arabic, English, social studies, science, mathematics, and IT.
- Employ educational technology in teaching various subjects: Islamic studies, Arabic, English, social studies, science, mathematics, and IT.
- Effectively carry out class management strategies.
- Connect between educational theory and practical application while taking into consideration the intellectual, social and psychological aspects of students.

- Contribute to develop academic curricula in light of modern educational theories.
- Establish positive and professional relations with learners, teachers, guardians, parents, and stakeholders of the educational and learning process.

## Degree Requirements

### 1. Mandatory Program Courses (21 credit hours)

	Course Number	Course Name	CH	Prerequisite
1	EDU 471	Curriculum	3	
2	EDU 472	Educational Technology	3	
3	EDU 473	Educational Psychology	3	
4	EDU 474	Classroom Management	3	
5	EDU 475	Developed Systems and Policies of Education in UAE	3	
6	EDU 490	Practical Education	6	Completion of 9 credit hours, including the Mandatory Specialization Course

### 2. Mandatory Specialization Courses (3 credit hours)

The student chooses one of the following seven courses according to his/her Specialization:

	Course Number	Course Name	CH	Prerequisite
1	EDU 481	Islamic Studies Teaching Methods	3	
2	EDU 482	Arabic Language Teaching Methods	3	
3	EDU 483	English Language Teaching Methods	3	
4	EDU 484	Social Studies Teaching Methods	3	
5	EDU 485	Mathematics Teaching Methods	3	
6	EDU 486	Science Teaching Methods	3	
7	EDU 487	Information Technology Teaching Methods	3	

## **Courses Descriptions**

### **EDU 471: Curriculum**

**Prerequisite: None**

This course studies the main concepts of the educational process, its development and relation to the school curriculum. It presents the concept and development of curriculum as well as the traditional and modern concepts of the curriculum and compares between them. The course also studies and analyzes the factors, which lead to curricular development, the philosophical, social, psychological and cognitive bases of the curriculum, and the types and organizations of academic curricula. The course points out the following elements of the academic curriculum: objectives, content, experience, activities, concept of teaching, general methods of teaching and assessment, school tests and curricular assessment. The course also addresses the types and organizations of school curricula in addition to the process of planning for curricula, future vision and curricular development.

### **EDU 472: Educational Technology**

**Prerequisite : None**

This course has been designed to assist students and qualify them as teachers so that they shall get acquainted with advanced topics on technology, using educational technologies and modern technology in the teaching process and the advantages of using technology for educational purposes. Students shall be taught and trained on preparing educational aides in terms of planning and execution. The course shall also include the development of technology applications and multimedia in classrooms and the implementation and inclusion of educational technologies in order to reach the best educational methods and approaches. Attention shall be paid to developing the students' skills in striking a relation between technology and the development of curricula on the one side and the professional development of teachers on the other side. The course shall include issues related to the different concepts, skills, types and sources of educational technologies and how their mechanisms are integrated into various educational situations. In addition, students shall get acquainted with the means of using standards of international educational technologies as an assessment criterion in order to guarantee the quality of educational applications. Students shall differentiate between the contemporary models of educational design in terms of the effectiveness of the integration of technologies in the field of learning and discovering the field of technological applications to cope with the individual learning needs. Besides, students shall carry out the available applications in terms of effectiveness in specific educational environments. The use of interactive mass media, the Internet, and the integration and effectiveness of technology shall not contradict with moral and legal values and issues.

### **EDU 473: Educational Psychology**

**Prerequisite : None**

This subject is concerned with studying the behavior of both the learner and teacher in class learning situations and the developmental prerequisites related to learning especially cognitive development. It also addresses educational objectives, learning, its basic concepts, models,

learning the concept, problem solving, transfer of the learning effect, information processing, motivation, intelligence and innovation. Students shall get acquainted with the basic concepts of educational psychology and its application in learning and teaching. Attention shall be paid to the relation between teaching and the application of the fundamentals of educational psychology including its connotations related to understanding the biological rule of behavior and mental issues of behavior such as comprehension and understanding, memory and learning, Emotional aspects that drive behavior, anxiety, the need, achievement, Social aspects of behavior, communication, standards and leadership. The most recent scientific orientations related to the learning process, components and influential factors of the educational situation, the significance of interaction between the learner, teacher and teaching environment of the learning process, learner's development, concept of educational psychology and its significance in the teaching process, learning theories, behavioral and field knowledge, principles of theories and their educational applications, and learning models and strategies shall be studied as well.

**EDU 474: Classroom Management**

**Prerequisite : None**

This course aims at qualifying students on the scientific management of the class by providing them with the necessary knowledge, information and skills and introducing the concept and significance of class management and developing the skills of class management and control. The course addresses the concepts of class management and organization, human relations, class environment, class interaction, class problems and the strategies used in overcoming them. In addition, the course aims at equipping students with the skills of controlling behavior by carrying out the teacher's duties and functions, applying control rules and mechanisms and developing the effective educational environment by using modern strategies and principles in cooperative learning and partnership.

**Additional readings:** The teacher shall supervise and distribute the additional materials required for the lesson. These materials include readings and problem solving ... etc.

**EDU 490: Practical Education**

**Prerequisite: None**

**Prerequisite: completing 9 credit hours including one of the mandatory specialization courses**

This course introduces to the learners the real atmosphere of learning and teaching at schools, scientific applications in the classroom and discussion of class events. Learners shall be trained on a number of teaching skills such as qualification for teaching, stimulating the learners' previous learning, planning the lesson, activity management, asking questions, group management, various teaching methods, various assessment methods, development of work papers, simulating motivation and considering individual differences.

This course also aims at enabling learners to practice the actual teaching process by applying the knowledge learnt at the various courses. The learner shall be trained on striking a relation between theory and application and implementing the skills on which he / she received a theoretical training. In addition, the course targets at developing and improving the level of



performance and the skills of learners whether teachers or employees by basically training them on applying what they have learnt such as modern knowledge and methods of teaching, assessment and the inclusion of children with special needs. Besides, learners shall be familiarized with the nature of applied education including the implementation of the educational and psychological principles in the field of planning, the development of educational aides, use of modern technologies and execution of all components of teaching.

**EDU 481: Islamic Studies Teaching Methods**

**Prerequisite: None**

This course aims at introducing Islamic Education, its concept, the significance of teaching it in this age, its objectives, sources, difference between Islamic education and modern education and the analysis of the education process and the teaching methods. The course trains and familiarizes students with the planning process of teaching Islamic education, identification of the lesson elements and objectives and the selection of content and educational activities. It also identifies and trains students on the various methods of teaching the various branches of Islamic education and the modes of assessment which could be used in teaching Islamic education. The course covers the branches of Islamic education such as the Holy Quran, Noble Prophetic Hadith, Monotheism, Jurisprudence, Exegesis of the Holy Quran, Modes of Recitation, Prophetic Biography, Refinement and the main subjects of the Islamic education curricula for the various educational stages. Students shall be trained on using the educational aides and modern technologies in teaching the various branches of Islamic education as well as performance of assessment in Islamic education.

**EDU 482: Arabic language Teaching Methods**

**Prerequisite: None**

This course studies the Arabic language in terms of its origin, development, factors of such development, features, structures, functions, methodologies, objectives and the psychological theories governing its learning by providing the students with the knowledge and skills related to the method using in teaching the Arabic language. The course also studies the nature of the language, its entity, skills, existing interrelations, nature of the outputs of linguistic learning, linguistic use in terms of unity and integration, systems of the Arabic language, function of the language for the individual and the community, phenomenon of linguistic weakness, its reasons and proposed corrective measures, methods and skills of teaching the branches of the language and linguistic activities. In addition, the course aims at familiarizing the students with the methodologies of the Arabic language in the various educational stages, branches of the Arabic language which represent an organic unity in the general linguistic system, and methods of teaching the branches of the Arabic language such as dictation, grammar, expression, rhythms and calligraphy. The student shall acquire the performance-based skills in teaching the Arabic language by adopting their modern orientations, scientific methodology, proper strategies and practical application of criticizing and assessing language learning.

**EDU 483: English Language Teaching Methods**

**Prerequisite: None**

This course critically examines the contemporary approaches to English language teaching, in comparison with the traditional ones. Aspects of classroom practice will be analyzed, including the role of teachers and learners, classroom management, and teaching language skills in both an integrative and separate manner. The issues of language learning strategies and cooperative learning will also be covered. The course will address the four macro-language skills and their sub-skills: the teaching of vocabulary, reading, writing, speaking, grammar, and texts. Additional focus is on the latest approaches, methods, and techniques for teaching the four language skills as well as on grammar. It will also cover lesson planning, classroom management, and interactive language teaching.

**EDU 484: Social Studies Teaching Methods**

**Prerequisite: None**

This course adds reassess the theoretical and practical basis of the methods of teaching social studies. The theoretical part includes a definition of the concept of social studies, social sciences and social subjects as well as the difference between each of them. It also introduces the approaches of social studies in terms of their nature, features and analysis as well as the methods and approaches followed in teaching social studies and the most important contemporary orientations in teaching them. The course also covers the features of the social studies teacher, the problem he / she faces and the means of overcoming them as well as the employment of technology in teaching social studies.

**EDU 485: Mathematics Teaching Methods**

**Prerequisite: None**

This course introduces to students the nature of mathematics in the primary, preparatory and secondary stages and especially in the first three grades of the primary stage. The course analyzes the contents of mathematics and manifests the learning aspects included therein.

This course aims at familiarizing students with the nature and features of mathematics, objectives of teaching mathematics in all educational stages in accordance with the standards of mathematical content, design of the curriculum, preparation of the class and lesson plans, and methods and approaches of teaching the elements of mathematical knowledge. The course also handles the development of the mathematical thought, problem solving, assessment process and the utilization of technology in the learning process. It stresses on the practical knowledge by training students on preparing and delivering model classes. Students shall be trained on the planning processes, formulation of educational objectives, selection of mathematical activities and problems and the use of technological means in teaching mathematics.

**EDU 486: Sciences Teaching Methods**

**Prerequisite: None**

This course aims at assisting students to acquire functional information on the concept, nature, significance and functions of science and its relation to the individual and the society. It also targets at assisting them to realize the objectives of teaching science and the educational aides and activities, which may be used in realizing these objectives and teaching sciences for the various educational stages. The course aims at providing knowledge get through the procedures

of checking that objectives have been realized. The subject addresses the applied aspects of the methods of teaching sciences, scientific thought, qualitative assessment in teaching sciences and qualifying the science teacher. The theoretical and practical applied aspects of these issues shall be presented during the teaching process. The course focuses on familiarizing students with the nature of science, objectives of teaching sciences in the basic and secondary stages and the international standards of teaching sciences. It pays attention to analyzing science curricula, preparing the class and daily plan and the modern approaches in teaching sciences. The course reviews the methods of teaching sciences and the process of assessing students' learning of sciences.

**EDU 487: Information Technology Teaching Methods**

**Prerequisite: None**

This course addresses the implementation of the most important theories of learning and teaching, assessment methods in teaching Information Technology, and the formulation of the objectives of the Information Technology curricular lessons. It also deals with planning the Information Technology curricular lessons, class and laboratory management, means of dealing with the students, and using the teaching methods compatible with the Information Technology curricula such as minimal teaching, cooperative teaching, using the Internet, distance education, programmed education and individualization of education. The course also addresses the problems which face the junior PC teacher, how to overcome them and constructive and target-oriented assessment and evaluation of the colleagues' teaching methods. Teaching shall be conducted in the PC laboratory.

**EDU 475: Developed Systems and Policies of Education in UAE**

**Prerequisite: None**

This course aims to introduce the historical development of the education system in the Emirates, and aims to provide learners with a set of special knowledge developed by the Ministry of Education to license teachers and professional development for them. And the definition of the education system in the United Arab Emirates in general, and touches on the developmental aspects that have occurred in the course of education in the country, by examining the philosophical, cognitive, social and psychological foundations on which the education system in the country is built.

The course gives a clear picture of the school curriculum and its development in accordance with national standards, and seeks to cover efforts to care for and educate adults, as well as students with special needs and talented people, and the state's endeavors to care for and encourage children of the state to proceed with excellence in the field of education.

## Academic Policies

### Grading System

1. Students are awarded letter grades for each course in which they have enrolled. The letter grade reflects student performance in a particular course.
2. The minimum passing grade in an undergraduate course is D; for a graduate course the minimum passing grade is C.
3. Grades are awarded as shown in Table below:

*Table 2: Grading System*

Grade Range	Symbol	Grade Points	Description
90=100	A	4.0	
85-89	B+	3.5	
80-84	B	3.0	
75-79	C+	2.5	
70-74	C	2.0	
65-69	D+	1.5	
60-64	D	1.0	
Below 60	F	0.0	Failed
N/A	W	N/A	Withdrawal
N/A	EW	N/A	Enforced Withdrawal
N/A	I	N/A	Incomplete

### The Grade Point Average (GPA)

The grade point average (GPA) reflects student achievement in one semester. The cumulative point average (CGPA) reflects student achievement in all semesters of coursework attempted. GPA and CGPA are evaluated as shown in Table below:

*Table 3: Grade Point Average*

Grade Points	Evaluation
4.00	Excellent with Highest Honors
3.80-3.90	Excellent with Honors
3.50-3.79	Excellent
3.00-3.49	Very Good
2.50-2.99	Good
2.00-2.49	Satisfactory
Less than 2.00	Unsatisfactory

**The Cumulative Grade Point Average (CGPA)**

The GPA is calculated by multiplying the grade of each course by the number of its credit hours and dividing the total by the number of total credit hours taken in the semester. The CGPA is calculated by multiplying the grade of each course by the number of its credit hours and dividing the total of all courses by the number of total credit hours taken for all semesters. By contrast, the GPA is the average of grade points for all courses in one semester, whether the course was passed or failed. As mentioned earlier, the CGPA is the average of grade points for all courses in all semesters. Both GPA and CGPA are rounded to the nearest decimal units. Calculate the GPA and CGPA using the following formula:

$$\text{GPA} = \frac{\text{Total credit hours per course} \times \text{Grades received per course}}{\text{Total credit hours per semester}}$$

$$\text{CGPA} = \frac{\text{Total credit hours per course} \times \text{Grades received per course}}{\text{Total credit hours taken during all semesters}}$$

*Table 4: Example GPA and CGPA Computation*

<b>Semester 1</b>			
Course	Number of Credits	Grade	Grade Points
College Mathematics	3	4.00	12
English 1	3	4.00	12
UAE Studies	3	2.00	6
Islamic Studies	3	3.00	9
Computer Fundamentals	3	3.00	9
Introduction to Sociology	3	2.00	6
<b>Total</b>	<b>18</b>		<b>54</b>
<b>Semester 2</b>			
Course	Number of Credits	Grade	Grade Points
Critical Thinking	3	3.00	9

Environmental Science	3	4.00	12
English II	3	3.00	9
Study Skills	3	4.00	12
Accounting 1	3	3.00	9
Total	15		51

$$\text{GPA}_{(s1)} = \frac{(12) + (12) + (6) + (9) + (9) + (6)}{3 + 3 + 3 + 3 + 3 + 3} = \frac{54}{18} = 3.00$$

$$\text{GPA}_{(s2)} = \frac{(9) + (12) + (9) + (12) + (9)}{3 + 3 + 3 + 3 + 3} = \frac{51}{15} = 3.40$$

$$\text{CGPA} = \frac{54 + 51}{18 + 15} = \frac{105}{33} = 3.18$$

### Releasing of Grades

Faculty submits the students' marks 2 days after the last day of examination. Grade marks are submitted to the Vice Chancellor for approval. The signed copies of students' marks are submitted to the Head of Enrolment and the marks are released by the office to the students through the UMS.

### Change in Grades

The following procedure will be followed by all faculty members when it becomes necessary to change a student grade previously submitted to the Registrar's Office:

1. Grades for a course must be based only on work performed before the end of each semester. Grade changes are permitted only in cases of errors in calculating or recording grades.
2. The change of grade desired, together with adequate explanation, will be submitted by the faculty member concerned to the Department Chair.
3. If the Department Chair approves the request for change of grade, the request will be submitted to the QA&IE Director and then to the Dean, then the Vice Chancellor for final approval.

4. If the request is approved by the Dean, the change of grade will be reported to the Registrar to make the appropriate change on the student record and notify both the student and the faculty member.

### **Incomplete Coursework**

An instructor may award a grade of **I** (Incomplete) for a class during the semester in accordance with the following procedures:

1. When the reason for non-completion of the course is illness, accident, etc., the student must provide the appropriate certificates which will then be attached to the application for award of an **I** grade.
2. An **I** grade is awarded only if a student has the possibility of passing the course.
3. An instructor who awards an **I** grade will write a "Memorandum for the Record" (MFR) and issue one copy to the student and one copy to the Registrar for placement in the student file. The MFR will explain:
  - Reasons for awarding the **I** grade
  - Assignments or other coursework required to complete the course
  - Method for submitting the coursework to the instructor
  - Both the faculty member and student must sign and date the MFR
4. Responsibility for submitting the required work to complete the course falls on the student. If the work is not completed within eight weeks of the last day of the semester or the mutually-agreed upon date, the student's grade in the course will automatically be changed to **F**.

### **Academic Progress Policy**

Students at CUCA are expected to meet the satisfactory academic standard. The Academic Progress Policy is intended to provide a benchmark for students of minimal academic achievement and a transparent and equitable process for students with weak academic performance

Students who are not achieving satisfactorily across their course of study will receive specifically-targeted advice and assistance at an early stage, and the opportunity to be involved in planning their future study carefully with a Designated Adviser. However, if they fail to show improvement over a specified period of time, they will not be dismissed.

## Academic Probation

### Undergraduate Programs

1. A student whose CGPA falls below 2.0 by the end of the second semester and after studying 10 courses (30 credit hours), or in any subsequent semester, is placed on first academic probation.
2. Students on first academic probation are expected to raise their CGPA to at least 2.0 in the following semester and may not register for more than 12 credit hours, and they will be asked to repeat one or two courses with D or F marks in order to improve the CGPA.
3. Students who fail to raise their CGPA to 2.00 and remove the first probation by the end of the following semester, will receive the second academic probation, and they may not register for more than 12 credit hours, and they will be asked to repeat two courses with D or F marks in order to improve the CGPA.
4. Students who fail to raise their CGPA to 2.00 and remove the second academic probation by the end of the following semester, will receive the third academic probation, and they will be requested to change their specializations, and if they don't agree, they will be dismissed from the College.
5. The college academic council may grant a final chance for the students with third academic probation by allowing them to repeat 4 courses (12 credit hours) with D, and F marks.
6. Students with a CGPA of at least 1.9 and with at least 75% of the credit hours required for graduation, will not be dismissed from the College but permitted to continue in the same major until they exceed the maximum period of study. Summer sessions do not count in the probation period calculation.
7. A student who begins the semester on academic probation and whose CGPA at the end of that semester is not at least 1.5 after 18 attempted semester credits (or at least 1.7 after 33 attempted semester credits, or at least 1.9 after 48 attempted semester credits) will be academically suspended from registering at CUCA for at least one semester.
8. Students on academic probation are allowed only to repeat courses with F or D marks during the summer session in order to improve the CGPA. He/she is not allowed to register new course.
9. If the students raise their CGPA after receiving an academic probation, and their CGPA dropped down below 2.00 in any of the consecutive semesters, the academic probation will recount.



### **Graduate Programs**

1. A student whose CGPA falls below 3.0 by the end of the first semester and after studying 3 courses (9 credit hours), or in any subsequent semester, is placed on academic probation.
2. Students on academic probation are expected to raise their CGPA to at least 3.0 in the following semester and may not register for more than 9 credit hours, and they will be asked to repeat one or two courses with C or F marks in order to improve the CGPA.
3. Students who fail to raise their CGPA to 3.00 and remove the academic probation by the end of the following semester, they will be dismissed from the program.
4. The college academic council may grant a final chance for the students who fail to raise their GGPA to 3.00 after the academic probation by allowing them to repeat 3 courses (9 credit hours) with C, or F marks.

### **MBA Program**

5. A student whose CGPA falls below 3.0 by the end of the second term and after studying 4 courses (12 credit hours), or in any subsequent semester, is placed on academic probation.
6. Students on academic probation are expected to raise their CGPA to at least 3.0 in the following term and may not register for more than 3 credit hours, and they will be asked to repeat one course with C or F marks in order to improve the CGPA.
7. Students who fail to raise their CGPA to 3.00 and remove the academic probation by the end of the following term, they will be dismissed from the program.
8. The college academic council may grant a final chance for the students who fail to raise their GGPA to 3.00 after the academic probation by allowing them to repeat 1 course (3 credit hours) with C, or F marks.

## **Good Academic Standing**

### **Undergraduate Programs**

A student is considered to be in good academic standing if they maintain at least a 2.0 CGPA for all degree credit courses attempted at CUCA. A CGPA of 2.0 or above is required for graduation.

### **Graduate Programs**

A student is considered to be in good academic standing if they maintain at least a 3.0 CGPA for all degree credit courses attempted at CUCA. A CGPA of 3.0 or above is required for graduation.

## Academic Honors

The Registrar issues the Student Academic Honors List at the end of each semester. To be placed on this list, a student must have:

1. Registered for at least 15 credit hours for undergraduate, 9 credit hours for graduate, and 12 credit hours in the last two terms for MBA program and receive no failing grades
2. A minimum semester/term GPA of 3.6
3. No recorded or pending disciplinary action Academic Suspension

## Award of Degrees

A student who has fulfilled all of the academic requirements of the program and has settled all of monetary and administrative obligations with CUCA will receive a student copy of their Academic Transcript together with an official Diploma from the College. This will occur only after all scores and relevant material for graduation have been provided to the Registrar's Office.

Honorary degrees and degrees in course which the College is authorized to grant, and rewards, shall be conferred only pursuant to the approval of the Board of Trustees granting the same.

## Student Records

### Student File

1. Each Student Permanent Record maintained at CUCA includes (*RM-10-Student Information Checklist*):
  - Basic student identification information
  - Listing of all coursework accepted by CUCA for transfer
  - Current listing of CUCA courses attempted and completed
  - Grades, credits, and GPAs earned each semester
  - Required entries for academic probation, suspension, or dismissal
  - Notation of degree completion for a student who has graduated
2. This student record is considered to be permanent in that it will be kept as an active record perpetually, i.e., it will never be disposed of by the institution. It is the permanent and official record of all grades, credits, and diplomas earned by the student at CUCA.

3. Back-up (scanned) copies of student records are maintained electronically through the network server system at the College and on CD-ROMs which are safely stored at an off-site location.
4. Permanent student records are kept in fireproof file cabinets on the CUCA campus.
5. Students must notify the Registration Department on changes related to address, status, or contact numbers.

### **Academic Transcripts**

Transcripts created from a student's permanent record are either official or unofficial.

1. An official transcript is a copy of the student's permanent record, printed on an CUCA transcript form, bearing its official seal or stamp, and signature of the Registrar.
2. The official transcript is mailed directly to the individual who needs official confirmation of the student's academic achievements at CUCA.
3. Official transcripts are typically sent to a college or College, a state authority, an employer, or to an organization providing financial aid. Only in extraordinary circumstances will an official copy be sent directly to a student.
4. An unofficial transcript is a copy of the permanent record made for the personal use of the student which does not bear the College's stamp or seal and is sent directly to the student.

### **Student Information Release Policy**

1. No one shall have access to, nor will the institution disclose, any information from a student's permanent academic record without the written consent of the concerned student.
2. Student record access is granted only to authorized individuals at CUCA who have an official requirement to view information about courses completed and grades earned by the student in order to fulfil their administrative responsibilities and assist students with registration, advising, degree completion, and career counselling.
3. Students who would like to request for documents (i.e. Diploma, Transcripts) shall submit the request to the Office of the Registrar using *RM-11-Document Request Form*.

## General Class Guidelines

1. Students should be familiar with the College policy on academic dishonesty. “Just say no” to cheating and plagiarism, which is claiming to be the author or originator of the work or ideas of someone else.
2. Instructors will not accept late assignments. Please do not ask for or expect extensions on deadlines unless there are extenuating circumstances and arrangements have been made IN ADVANCE. Extracurricular activities, such as a scheduled athletic competition, seminar, or other academic event could conflict with a course deadline. Make arrangements to submit the coursework before NOT after the due date. Instructors formally set assignment deadlines far enough in advance to allow students ample time for scheduling and prioritization.
3. Please do not miss a scheduled test, exam, or other course-related activity. Each student must provide an *official* medical excuse or other objective verification to receive an excused absence.
4. Students are responsible for contacting their classmates to find out what material was covered and discussed in class while they were absent.
5. All courses require a certain amount of effort and often, a lot of reading. Students who find it difficult to balance academics with workplace and family responsibilities should consider reducing their academic workload. Check with the Registrar's Office for final drop deadlines. Instructors usually recommend *enforced withdrawal* for students with excessive unexcused absences in a course.
6. Instructors cannot issue an incomplete or I grade unless a student makes arrangements before the last day of class. In addition, the College will not award a withdrawal or **W** grade for students who disappear from classes. Instead, a student will receive a failing or **F** grade for the course. There are no exceptions. Students who must temporarily leave their studies for any reason should drop the course officially through the Registrar's Office.
7. Finally, students should never have questions or doubts about what they should be doing and learning in a course. It is the responsibility of students to contact their instructor first before anyone else, to answer questions or solve problems related to that particular course.
8. Everything is negotiable except for these syllabus instructions. College policies ensure that all students in every class receive fair and equal treatment.

## Specific Academic Information

### Written Assignments

Most courses require students to prepare a formal written assignment during the semester. The task usually involves writing a report or paper and submitting it by a specified deadline date. Students can work together on assignments but **MUST** produce their own work. If there is any evidence of plagiarism, the student receives a failing grade and may also be subject to disciplinary action. Instructors will discuss specific details in class and provide written assignment instructions for each student.

### Examinations

Courses typically have two semester tests and a final exam. Students will encounter different types of questions including multiple-choice, fill-in-the-blanks, matching, short answer, essay, and others. Instructors design test questions to assess what students have learned from material in the course textbook and what was presented in class. To succeed in any course, students **MUST** use a combination of assigned textbooks, their own notes taken in class, presentations, hand-outs, and other academic resources. If anything is not clear, be sure to ask the instructor.

### Course and Instructor Feedback

Students have an opportunity to provide feedback for their classes every semester with the Course-Instructor Survey. The survey gives students the chance to share their thoughts on all aspects of the course. Using this information, academic departments or instructors may change certain aspects of a course. The College also relies on the data collected through these surveys to monitor and continuously improve its academic programs.

### Zero-Tolerance Policies

#### Scholastic Dishonesty

All instructors follow the faculty duties and responsibilities described in the *College Catalog*, *Faculty Handbook*, and other directives. Each student must also comply with rules and procedures in the *Catalog*, *Student Handbook*, and similar publications.

Students who violate any College rules on scholastic dishonesty are subject to disciplinary measures, including the possibility of failing a course or dismissal from the College. Dishonesty harms not only the individual, but all students, and the integrity of the College. Therefore, strict enforcement of policies on scholastic dishonesty is necessary.

Refer to the *Catalog* for official policies and procedures on scholastic dishonesty including the definition of scholastic dishonesty. Remember: **Plagiarism of any kind is strictly forbidden.**

### **Classroom Protocol**

Each class session includes a lecture and discussion about the assigned chapter topic. There may be other activities such as viewing videos and other multimedia presentations during some class sessions. Students **MUST** bring the course textbook, a notebook, and pen or pencil to each class.

### **Late Arrival**

Students **MUST** be on time for all class sessions. Students who are late for class may be denied entry.

### **Mobile Phones**

Students **MUST SWITCH-OFF** mobile phones **before** entering classes. The instructor will decide if any other electronic devices such as laptops or tablets may be used during classes.

### **Other Disruptions**

It is extremely impolite and disruptive when several students constantly talk to each other during lectures and class sessions. This behavior is completely unacceptable and very distracting to other students in the class who want to concentrate and learn. Faculty members have full authority to dismiss disruptive students from the class, mark them absent, and report them to the Student Affairs Department for counseling.

## **Research Policy Statement**

CUCA actively supports research and scholarly activities through conference attendance, research funding, information technology, special scheduling arrangements for faculty, rewards, and other considerations.

CUCA faculty are encouraged to conduct research in Humanities, Informatics, Engineering, and Health Sciences, and attend educational or business conferences throughout the academic year. The Research Committee and faculty members coordinate the selection of and attendance at conferences.

CUCA Strategic Plan 2018-2023 includes specific goal on research with strategies, actions, and KPIs.

## **Graduate Research Thesis Policy**

### **Scope**

The graduate research thesis policy applies to all research candidates (Students), supervisors, Graduate Affairs Committee, examiners, and any other faculty or administration who are related to the management of a graduate research thesis at CUCA.

### **Purpose**

To provide precise and clear guidelines and procedures for preparing, supervising, submitting, and examining graduate thesis.

### **Responsibilities**

#### **Graduate Affairs Committee**

1. To ensure that the student has satisfied requirements for the development of thesis.
2. To nominate expert examiners of the thesis to the VP Academics based on the recommendations of the supervisor.
3. To ensure that the nominated examiners are appropriate and that the examination can be carried out without bias or conflict of interest.
4. To ensure that the ranks of the supervisors' and the external examiner, are Associate Professor or higher.
5. To review the examiners' reports and make a recommendation to the VP Academics about the outcome of the examination.

#### **The Student**

1. The student is responsible for preparation and submission of his/her thesis for examination.
2. The student must ensure that the research described in his/her thesis was completed during the period of enrolment for the degree at CUCA, and that it is an account of his/her own research.
3. The student must adhere to CUCA's policies and procedures on research integrity and academic honesty.
4. The student shall not be allowed to commence the development of his/her graduate thesis, if he/she is not in a good academic standing.
5. The student shall consult with his/her advisor before selecting the thesis subject and title.

#### **The Supervisors**

1. The main supervisor shall be a faculty member of CUCA.
2. In some cases, where the area of research is of interest to CUCA, there could be an external co-supervisor.
3. The supervisor shall provide the student with formal advice on the progress of his/her thesis throughout the development period.
4. The supervisor shall ensure that the thesis subject is related to the program and of interest to CUCA.
5. The supervisor shall provide recommendations to the Graduate Affairs Committee on the nomination of thesis examiners.

#### **Thesis Format**

The thesis must be a coherent, scholarly body of work and must meet the following minimum requirements:

1. An introduction that describes the research in relation to the current knowledge in the field.
2. Thesis chapters must be arranged in a logical and coherent sequence presenting an argument that supports the main findings of the thesis.
3. A conclusion that summarizes the findings and articulates clearly the new contribution to knowledge in the discipline.
4. A candidate may submit work as part of the thesis that has been published or accepted for publication or manuscripts submitted for publication that contribute directly to their argument and support their findings.
5. In some cases, the candidate may adopt alternative formats for the thesis that suits his/her field of research but must follow the minimum requirement described in items 1,2, and 3.

### **Plagiarism**

CUCA encourages researchers to produce work that is free of plagiarism and in accordance with the CUCA Code of Conduct. It is expected that the thesis supervisor shall use Turnitin to verify plagiarism in the student's work. The following guidelines should be observed:

1. The thesis, when completed, shall be inspected by Turnitin for similarity.
2. The percentage of similarity must not exceed 15% and it should be in section(s) related to literature review.
3. If the 15% similarity or higher is in one continuous block of text, then it is considered "Plagiarism".
4. The supervisor must ensure that the final version thesis is free of plagiarism and suitable for examination.

### **Examining Committee**

1. The thesis shall be examined by 3 examiners, including the supervisor and the co-supervisor, if applicable.
2. At least one examiner shall be external to the College.
3. The nominated examiners must:
  - a. Be experts in the discipline, academically reputable in the field of the thesis (except the examiner external to the program), with a significant body of published work, or other publicly recognized output as appropriate for their discipline;
  - b. Hold a qualification at least equivalent to the level of the award being examined;
  - c. Have previous experience in graduate thesis supervision and/or thesis examination; and
  - d. Be willing to serve as the examiner on the Oral Examination Panel if an oral examination has been requested.



4. The identity of approved examiners shall not be revealed to the candidate at any stage of the examination process, including the nomination process.
5. Examiners' identities shall be revealed after the conclusion of the thesis examination.
6. The thesis supervisor shall be the Examining Committee Chair.
7. Once the examination committee have been formed, it can only be changed with the consent of the VP Academics.

#### **Examiners Who Cannot Attend**

1. If an examiner cannot attend the defense, he/she must submit their written report and a list of questions to be raised on their behalf to the Graduate Affairs Committee at least two weeks before the defense.
2. The GAC shall select a delegate that is familiar with the student's field, to attend the defense, on behalf of the absent examiner.
3. The delegate shall read questions on behalf of the absent examiner at the examination and vote on his/her behalf.

#### **Appointment of Examiners**

1. Examiners must be appointed using the appropriate forms and must be approved by the VP Academics and the President.
2. The honorarium amount of the external examiner shall be granted as per the college policy.

### **Change of Thesis Supervisor**

1. In circumstances in which a supervisory relationship cannot continue, the candidate may request either an alternate supervisor or an administrative supervisor for the purpose of defense.
2. Request to change a supervisor should be submitted to the GAC, who will make a recommendation to the VP Academics.
3. Every effort should be made by the program, supervisor, and GAC so that the student is not penalized if a change in supervisor becomes necessary.

### **Thesis Process**

The thesis process consists of 3 stages: Initial Submission, Examination and Defense, and final submission.

The following procedures shall be followed by all graduate programs that have graduate thesis as part of the completion requirements:

### **General Notes**

1. The thesis format and structure shall follow the scientific structure adopted in the College. A copy of the format and structure requirements are available in the Student Affairs Office.
2. The period required to develop, advise, and defend the thesis shall not exceed the period specified in the program graduation requirement.
3. In some cases, extension may be granted with the consent of the VP Academics.

### **Initial Submission**

1. After the student completes his/her thesis, the student shall submit it to the supervisor.
2. An electronic and hard copies shall be submitted to GAC.
3. Turnitin similarity report shall be attached to the thesis.
4. The supervisor shall submit the electronic and hard copies of the thesis to the Graduation Affairs Committee for examination, 6 weeks before the expected date of defense.

### **Examination and Defense**

#### **Examination Criteria**

1. The examiners shall be asked to examine the thesis based the following criteria:
  - a. Does the candidate demonstrate a significant and original contribution to knowledge (relative to the level of the degree being sought)?
  - b. Does the candidate engage with the literature and the work of others?

- c. Does the candidate show an advanced knowledge of research principles and methods related to the applicable discipline?
  - d. Is there a clarity, coherence in the research, its arguments and conclusions?
  - e. Is the thesis clearly, accurately and logically written?
2. The defense shall occur 6 weeks after the date of the in initial submission, and 2 weeks after receiving the examination reports.
  3. One member from the Graduate Affairs Committee (GAC) and one member from the QA&IE office shall attend the defense, as observers.
  4. The evaluation reports, after the Oral Examination, shall be submitted to the GAC member.

### **Examination Outcomes**

1. The examination reports shall be sent by the examiners to the Graduate Affairs Committee, two weeks before the date of defense.
2. The examiner's reports must contain a recommendation regarding the thesis and a strong justification for his/her recommendation.
3. The examiners must provide guidance to the candidate regarding any changes required.
4. The GAC shall review the examiners' reports and the oral examination reports and shall send the examiners' decision to the VP Academics.

### **Decision for the Thesis**

1. The final decision of the examining members shall be handed to the GAC member who is attending the defense. The decision may be one of the followings:
  - a. Accepted as submitted. This may include corrections that do not require the supervisor's approval.
  - b. Accepted with minor modifications. This may include corrections that can be made immediately and to the satisfaction of the thesis supervisor.
  - c. Accepted with major modifications. The examiners' reports shall include detailed descriptions of the modifications along with a date for their completion of no more than 2 months.
    - i. The Examining Committee shall examine the modified thesis and, by majority vote, determine if the modifications specified in their reports have been completed to the Examining Committee's satisfaction.
    - ii. If they have, the thesis may be accepted, and the supervisor shall confirm the Examining Committee's approval to the GAC.

- iii. iii. If the Examining Committee is not satisfied that the specified modifications have been made, then they must reconvene to decide if the thesis is rejected or an additional period of modifications is to be granted.
  - iv. iv. The Examining Committee Chair shall report in writing to the Director of Graduate Affairs Committee the outcome of the Examining Committee meeting.
- d. Rejected. This notation is used when the work shows serious deficiency, or its validity is in question. Such a thesis may be re-submitted only once, in revised form. Such a resubmission can only be made six (6) months from the date of the original defense.

### **Modification and Final Submission**

1. Student shall be responsible to make the modifications required by the Examining Committee and submit within the time period specified above.
2. The thesis supervisor has the authority to grant approval when the required minor modifications have been made by the student.
3. The Thesis Supervisor oversees required major modifications and insures that they are submitted to the Examination Committee for approval.
4. Student must submit an electronic and hard of the final version of his/her thesis to the Graduate Affairs Committee.

### **Appeal of the Decision**

1. In case the examination process results in a "Non-Award" outcome, the candidate has the right to appeal to the Student Affairs Office, within 5 working days.
2. The Student Affairs Office shall submit the appeal to the VP Academics, who in turns shall submit the appeal to the GAC for investigation.
3. The GAC shall submit its report to the VP Academics within 10 working days.
4. The VP Academics shall submit the College response to the appeal to the Office of Student Affairs and the Graduate Affairs Committee, within ten working days from the date the appeal was received.
5. The Office of Student Affairs shall send the College response to the student within one working day.
6. The College response at this stage is final.

### **Copyright and Reproduction**

1. When submitting the final and complete version of his/her thesis, the student acknowledges and agrees to grant City University College of Ajman a non-exclusive license. This license stipulates that the student owns the copyright to the thesis.

2. By agreeing to this license, City University College of Ajman and its Library shall preserve and make the thesis widely available, usually via the Internet and other searchable databases.
3. Students may request a deferment on the publication of his/her thesis.
4. Upon final submission of the thesis, the student shall be deemed to have granted the College a non-exclusive, royalty free license to reproduce, archive, preserve, conserve, communicate to the public by telecommunication or on the internet, loan, and distribute the thesis worldwide for non-commercial purposes, in any format.

## **Graduate Affairs Committee**

### **Purpose**

To supervise the College, graduate affairs on matters related to the post-graduate programs, and advise the VP Academics on policies and procedures to improve the quality of the graduate programs at CUCA.

### **Structure**

This committee is formed annually, at the beginning of an academic year. The VP Academics appoints the chair and members of the committee. It consists of 5 members from the academic departments and the QA&IE office, and two outstanding graduate students (one male and one female).

### **Reporting Line**

This committee reports to the VP Academics.

### **Responsibilities**

1. Monitor students' progress, based on input from the student and advisor, and provides written feedback to students.
2. Evaluate student feedback and concerns about the graduate program.
3. Review and categorize student applications for admission to CUCA graduate programs.
4. Review and rank graduate student needs for scholarship.
5. Develop policies and procedures for master thesis preparation and defense.
6. Develop methods and procedures to improve current graduate programs.
7. Propose new graduate programs in line with CUCA mission and strategic goals.
8. Submit periodic reports to the VP Academics.
9. Maintain a Committee File of Records and meeting minutes.

# Copyright and Intellectual Property

## Intellectual Property

Intellectual property is a term used to refer to the various rights which the law gives for the protection of creative effort and especially for the protection of economic investment in creative effort. It covers not only patentable inventions covered under the United Arab Emirates patents act, but also any innovative work covered by the virtue of other copy rights. For the purpose of these regulations, intellectual property includes the rights relating to literary, artistic and scientific innovations, discovery and inventions in all fields of human endeavor.

CUCA will retain all rights, title, and interest in intellectual properties generated, created, or developed in facilities operated or controlled by the College, supported by funds administered by the College, and/or performed in the course of regular duties by College members, unless exempted by other provisions of this policy.

The President has the right to exercise broad discretion necessary for the encouragement, development, and protection of inventions, patents, and other intellectual property.

## Research Categories

1. Research carried out in the College which results in commercially exploitable findings falls into one of three categories:
2. Research carried out by academic staff as part of their customary activities as members of the academic community. In this category, the exploitation of research results is a matter between the College as employer, and the member of staff, as employee alone.
3. Research carried out with the support of grants from an external body, governmental or private. In this category, the member of staff remains the employee of the College, but the exploitation of research results is handled under the conditions of the research grants.
4. Research carried out by students. The student is, of course, not an employee of the College, although the supervisor will be, and where a student is supported entirely by external body, it is important that the student should be a party to a contract which includes provision for the protection, publication and

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exploitation of the research results and the proper sharing of any profit.

## Intellectual Property Ownership

All intellectual property which is created by faculty members in pursuit of the terms of their employment with the College vests in the College. This includes:

1. Intellectual property created in connection with a project to which the College has made a specific contribution of funding or other resources
2. Patentable inventions including computer programs, designs, and software modifications
3. Copyright in original course and teaching or learning materials published by the College for use in continuing education programs offered by the College

4. Copyright in videos, sound recordings, and multi-media to which the College has made a specific contribution in funding, resources, facilities or apparatus
5. Databases with potential commercial value
6. Projects which have incorporated intellectual property belonging to the College
7. All academic programs and syllabi and related materials developed by faculty during their employment at CUCA, becomes the property of CUCA with all copyrights reserved by CUCA.

Where the College owns the copyright, the College grants the originator a non-exclusive, royalty-free, and irrevocable license to use the work for the originator's teaching and research at the College and, with the approval of the College, at other institutions.

Where the originator is the owner of intellectual property created in the course of employment with the College, the originator must grant the College a non-exclusive and irrevocable license to use the intellectual property for teaching and research without the payment of any fees.

In the case of intellectual property created by a student, that property is owned by the student. However, the student may assign the property to the College, in which case such property will be treated in the same manner as property generated by faculty member of the College.

At the commencement of a research project, the student and their supervisor may be required to meet with the Department Chair in order to determine an arrangement for the ownership of any intellectual property arising from the student's project.

Where the College publishes or causes to be published a copyrighted work owned by the College without adaptation or modification, the College will ensure that the authorship is acknowledged in the publication. If adaptation or modification is proposed, the College will consult with the originator concerning possible acknowledgment.

Where the College assigns or licenses a copyright which it owns, the College will ensure that the assignment or licensing agreement requires the purchaser or licensee

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to consult with the originator concerning whether the authorship of the work should be acknowledged and the form that any acknowledgment should take.

The College may enter into agreements with external sponsors of research whereby the College agrees to relinquish or share all or part of intellectual property that results from externally sponsored or contract research with that sponsor or another party. In such cases, the ownership of intellectual property will be governed by that agreement.

### **Obligations of Originators**

An originator of intellectual property must promptly report in writing to both the head of department any invention or other work which, in the judgment of the originator, is a patent-worthy discovery or invention or intellectual property of commercial value.

An originator must, if required by the President, execute any document or take any actions reasonably required by the President in relation to intellectual property created in part or

whole by the originator in order for the College to demonstrate or prove ownership to third parties or secure intellectual property protection. An originator must assist as required in work necessary to patent, market, license, register or otherwise commercialize intellectual property for registration.

An originator must not apply for any form of protection for, or commercially exploit, any intellectual property which the property of the College without the prior approval of the College is.

Where the College owns intellectual property, which may be the subject of a patent application or subject to protection of confidential information, the originator may not disclose it or information about it, other than reasonable disclosure to persons employed by or contracted with the College.

### **Protection of Intellectual Property**

To protect the interests of the originator and the College, the College may require a reasonable delay in making public the nature of intellectual property which can be registered until an application is filed to protect the interests of the originator and the College.

### **Commercialization of Intellectual Property**

The College may enter into an agreement with the originator, another person, or an outside organization with respect to the commercialization of intellectual property. The College may also enter into an agreement with the originator for intellectual property to be sold or for a license agreement to be entered into. In such cases, the College will ensure that the originator is consulted at all stages.

Where the College owns or partly owns intellectual property, any agreement with respect to the distribution of revenue will follow policies determined by the College Board. This applies to copyright of original course and teaching materials published

### **CUCA**

by the College for use in award and continuing education programs offered by the College as well as to other intellectual property owned by the College.

The College and its partnerships have an obligation to make a determination as soon as possible whether there is an interest in pursuing a patent or registration concerning intellectual property owned by the College.

### **Faculty and Student Responsibilities**

It is the responsibility of each student to read and understand the Intellectual Property Policy of CUCA.

Every Faculty member has a specific responsibility to explain the implications of the statement for each of his or her courses and that must include a specification of the conditions under which academic work in those courses is to be performed.



## Listing of the faculty with degrees held and the conferring institution

Sr. #	Full Name	Administration Position /Academic Rank	Qualification	University	Specialization	E-mail Address
<b>DENTISTRY</b>						
1	Dr. Ali Abdul Wahab Razooki Al- Shekhli	Acting Dean	PHD	University of Baghdad	Conservative Dentistry	a.razooki@cuca.ae
2	Dr. Yassen Alftah Alfoteih	Associate Professor	PHD	University of Hohenheim	Environmental Biology	a.yassen@cuca.ae
<b>PHARMACY</b>						
3	Dr. Mohamed Ezzat Mahmoud Mohamed Elzowalaty	Assisatant Professor	PHD	Minufiya University	Pharmaceutical Science	m.ezzat@cuca.ae
<b>LAW DEPARTMENT</b>						
4	Dr. Adel Abouhashema Mahmoud Hashima	Department Head and Associate Professor	PHD	Cairo University	General Specialization: Private Law Specialization: International Private Law	adel@cuca.ae
5	Dr. Ahmed Al Refaei	Professor	PHD	Zagazig University	General Specialization: Private Law Specialization: Civil Law	a.refaei@cuca.ae
6	Dr. Khalid Hussain Khalid	Assistant Professor	PHD	Damascus University	General Specialization: Islamic Law Islamic Jurisprudence	k.hussain@cuca.ae
7	Dr. Fouad Qasem Musaeed Qasem	Associate Professor	PHD	Cairo University	General Specialization: Private Law Specialization: Civil Law	f.qasem@cuca.ae
8	Dr. Muayed Hasan Mohammad Al Tawalbeh	Associate Professor	PHD	University of Baghdad	General Specialization: Private Law Specialization: Commercial Law	m.tawalbeh@cuca.ae
9	Dr. Amira Abdallah Badr	Professor	PHD	Mansoura University	General Specialization: General Law Specialization: Administrative and Constitutional	a.badr@cuca.ae
10	Dr. Ahmed Hassan Fouly	Acting Deputy Head and Associate Professor	PHD	Zagazig University	General Specialization: General Law Specialization: General International Law	a.fouly@cuca.ae
11	Dr. Mohamed Al-Naghy	Associate Professor	PHD	Tanta university	General Specialization: General Law Specialization: Criminal Law	m.elnaghy@cuca.ae
12	Dr. Hala Amin Ahmed Ghaled Bahr	Associate Professor	PHD	Cairo University	General Specialization: General Law Specialization: Criminal Law	h.bahr@cuca.ae
13	Dr. Omar Mohamed Fares	Associate Professor	PHD	Universite Clermont Ferrand	General Specialization: Private Law Specialization: Commercial Law	o.fares@cuca.ae
14	Dr. Mahmoud Mokhtar Abdelmoghies	Associate Professor	PHD	Cairo University	Civil and Commercial Procedures Law	a.mokhtar@cuca.ae

BUSINESS ADMINISTRATION						
15	Dr. Hardeep Singh Anant	Program Director and Professor	PHD	University Business School	Business Management and Commerce	hardeep@cuca.ae
16	Dr. Mahmoud Haj-Ahmed	Associate Professor	PHD	Walden University	Applied Management and Decision Science	m.ahmed@cuca.ae
17	Dr. Shabir Hassan Banday	Associate Professor	PHD	University of Kashmir	Commerce and Management Studies	s.hassan@cuca.ae
18	Dr. Babeet Gupta	Associate Professor	PHD	Bhagwant University	Management	b.gupta@cuca.ae
19	Dr. Vijaya Kumar Guddep	Associate Professor	PHD	Osmania University	Management Science	v.kumar@cuca.ae
20	Dr. S. Edmund Christopher	Assistant Professor	PHD	Manomaniam Sundaranar University	Commerce	a.rizwan@cuca.ae
ACCOUNTING AND FINANCE						
21	Dr. Muhamed Abdulazeez Jumaa	Department Head and Associate Professor	PHD	Damascus University	Economics	m.jumaa@cuca.ae
22	Dr. Jaishu Manavalan Antony	Deputy Head and Associate Professor	PHD	Mahatma Gandhi University	Commerce	j.antony@cuca.ae
23	Dr. Zaheda Ronak Daruwala	Assistant Professor	PHD	Banasthali University	Management	z.daruwala@cuca.ae
24	Dr. Faisal Khan	Assistant Professor	PHD	University Technology Malaysia	Philosophy	f.khan@cuca.ae
25	Ms. Shatha Hussain Mustafa	Lecturer	Master	Teshireen University	Management Accounting Systems and Managerial	s.hussain@cuca.ae
HUMAN RESOURCE MANAGEMENT						
26	Dr. Hossam Ahmed Korany	Department Chair & Deputy Department	PHD	Sadat Academy	Public Administration- HRM	a.hossam@cuca.ae
27	Dr. Mohammad Abu Faiz	Deputy Department	PHD	University Technology Malaysia	Commerce and Business Administration	m.faiz@cuca.ae
28	Dr. Marwan Rushdi Abdulaziz Yousef	Assistant Professor	PHD	Karachi University	Economics	m.youssef@cuca.ae
29	Dr. Hamed Hawdat Usrof	Assistant Professor	PHD	Ain Shams University	Human Resource Management	h.jawdat@cuca.ae
30	Dr. Zainab Esmaeel Ibrahim Al Ghurabli	Assistant Professor	PHD	Menoufia University	Human Resource Management	z.ghurabli@cuca.ae
31	Dr. AbdelKarim Fuad Kitana	Deputy Department Chair and Assistant Professor	PHD	Girne Amercian University	Human Resource Management	a.kitana@cuca.ae
32	Dr. Khalid Abdo Al Zamel	Assistant Professor	PHD	Damascus University	Economics	k.zamil@cuca.ae
33	Dr. Tamadher Abdulwahhab	Assistant Professor	PHD	Al mustansiriyah University	Business Administration Management Science	t.aldabbagh@cuca.ae
34	Dr. Asaad Ali Karam	Assistant Professor	PHD	Girne Amercian University	Business Management	a.karam@cuca.ae
35	Dr. Abdallah Mohammad Mahmoud Ta'amneh	Assistant Professor	PHD	Girne Amercian University	Business Management - HRM	a.mahmoud@cuca.ae
36	Dr. Ali Ahmed Hossin	Assistant Professor	PHD	Minufiya University	Business Administration	a.abdelkader@cuca.ae
37	Dr. Sai Geeta Kukunuru	Assistant Professor	PHD	Banasthali University	Marketing Management	s.geeta@cuca.ae
38	Dr. Mohamed Ahmed Elbadawi Ali Abdellatif	Assistant Professor	PHD	University od Science & Technology	Business Administration- Thesis Title: HRM	e.ahmed@cuca.ae
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### Listing of senior administrators and their titles

SN	Name	Designation
1	Mr. Imran Khan	President
2	Dr. Mohamed S. Amerah	Vice-Chancellor
3	Dr. Ashok Kumar Kabi Satpathy	Director in Quality Assurance & IE
4	Salma Senaran	Director of Enrollment
5	Sadia Khan	Director of HR & Administration
6	Leeni Wilson	HR Manager
7	Shahid Saleem	Financial Controller
8	Farhan Parvez	Asst Financial Controller
9	Amal Al-Jiboury	Head of Student Affairs
10	Yasir Saleem	Manager-IT/Network
11	Nurhan Basil Abdulaziz	Assistant Manager
12	Saleem Afzal	CEC Manager

## **CUCA Board of Trustees**

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Chairman of Ajman Municipality and Planning Department, Member of the Ajman Government Executive Council, Chairman of R Holding, Chairman of Al Zorah Development Company and Ajman Sewage, CEO of Aqaar Properties.

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4. Mr. Abdulaziz Al Jasmi  
Group General Manager of R Holding
5. Mr. Sumair Tariq  
Managing Director of R Hotels

### **Ex Officio:**

Mr. Imran Khan  
President

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