



UNIVERSITY  
OF WOLLONGONG  
IN DUBAI

## BACHELOR'S DEGREES

2021/22



Your Australian University in Dubai

# Table of Contents

---

## 05 Introduction

- 05 President's Welcome
- 06 UOWD New Campus
- 08 Why Study at UOWD?
- 11 Accreditation and Professional Recognition
- 13 Introduction to Bachelor Degrees

---

## 16 Faculty of Business

- 18 Bachelor of Business Administration
- 19 Bachelor of Business:
  - 20 Accountancy
  - 21 Finance
  - 22 Human Resource Management
  - 23 International Business
  - 24 Management
  - 25 Marketing

---

## 26 Faculty of Engineering and Information Sciences

- 28 Bachelor of Business Information Systems
- 29 Bachelor of Computer Science
  - 30 Game and Mobile Development
  - 31 Cyber Security
  - 32 Big Data
- 33 Bachelor of Engineering (Honours)
  - 34 Civil Engineering
  - 35 Mechanical Engineering
  - 36 Computer Engineering
  - 37 Electrical Engineering
  - 38 Telecommunication Engineering

---

## 39 School of Humanities, Social Sciences and Health

- 41 Bachelor of Nursing (Conversion)
- 42 Bachelor of Communication & Media
  - 43 Digital and Social Media
  - 43 Screen Media Production
  - 44 Visual Communication Design
  - 45 Marketing Communication & Advertising

---

## 46 Admission Requirements

---

## 48 Application Procedures

---

## 49 Student Life

---

## 52 Living in Dubai

- 54 Student Accommodation
- 59 Student Visa Sponsorship
- 59 Fees and Payments
- 61 Transfer, Exchange and Study Abroad Programs

“  
We are considered  
a benchmark  
for educational  
establishments in the  
region: dynamic, agile,  
innovative and praised for  
the quality of our teaching  
and research ”

# President's Welcome Address



**Prof Mohamed-Vall M. Salem ZEIN**  
President  
University of Wollongong in Dubai

It is with pleasure that I introduce you to the University of Wollongong in Dubai's Student Guide for Bachelor Degrees.

The University of Wollongong in Dubai (UOWD) is one of the region's oldest, most prestigious and forward-thinking tertiary institutions. Our curriculum and teaching practices reflect those of UOW Australia, which consistently ranks among the top 1% of universities worldwide, according to the QS World University Rankings, and are nationally and internationally recognised.

Our continuous efforts in providing an education of world-class standards, are evident in our longstanding ranking in graduate employability and also the reason why our graduates are highly sought-after by employers.

UOWD is truly a dynamic and diverse institution that offers a broad spectrum of programs in Business, Engineering, Information Sciences as well as Humanities, Social Sciences and Health, aiming to develop graduates who are ethical, mobile, technologically literate and ready for multicultural workplaces. Our programs are relevant and industry related with a strong focus on encouraging creative and critical thinking, problem-solving and the development of unique leadership skillsets.

With more than 3,400 students representing 108 different nationalities, we are considered a benchmark for educational establishments in the region: dynamic, agile, innovative and praised for the quality of our teaching and research. More than 12,000 UOWD alumni are making their mark on the world and we are held in extremely high regard by the business, government and community sectors both in the UAE and internationally.

Designed by key industry stakeholders, all our programs are industry focussed and are constantly evaluated to ensure our students are equipped to succeed in a globally competitive environment.

By choosing a program at UOWD, you will be making an outstanding investment in your future and we look forward to welcoming you in person. Whichever course you choose, I wish you every success and a happy and rewarding learning experience.



# Our 'Campus of the Future'



The University of Wollongong in Dubai (UOWD) opened its new purpose-built campus at Dubai Knowledge Park in 2020.

Featuring cutting-edge technologies, modern architecture, and a mix of traditional and innovative learning spaces, the campus provides an enriched experience to meet the demands of today's student population, while supporting teaching staff and community research projects. The facility reflects UOWD's continued pursuit of excellence in teaching, research, industry engagement and student experience.

The campus includes substantial informal learning spaces and meeting rooms, modern classrooms, an exhibition space, a recruitment lounge, a student lounge, a state-of-the-art auditorium and a café.

The premises also houses major laboratories dedicated to power and circuits systems, chemistry, thermodynamic, fluid and heat transfer, hydraulics, manufacturing, physics, robotics, geotechnics, concrete, media and communications, cybersecurity, networking and gaming.

The heart of the campus belongs to the UOWD library with collaborative learning spaces, traditional quiet reading and study zones, meeting rooms of varied sizes, as well as a student lounge designed as an informal learning space.

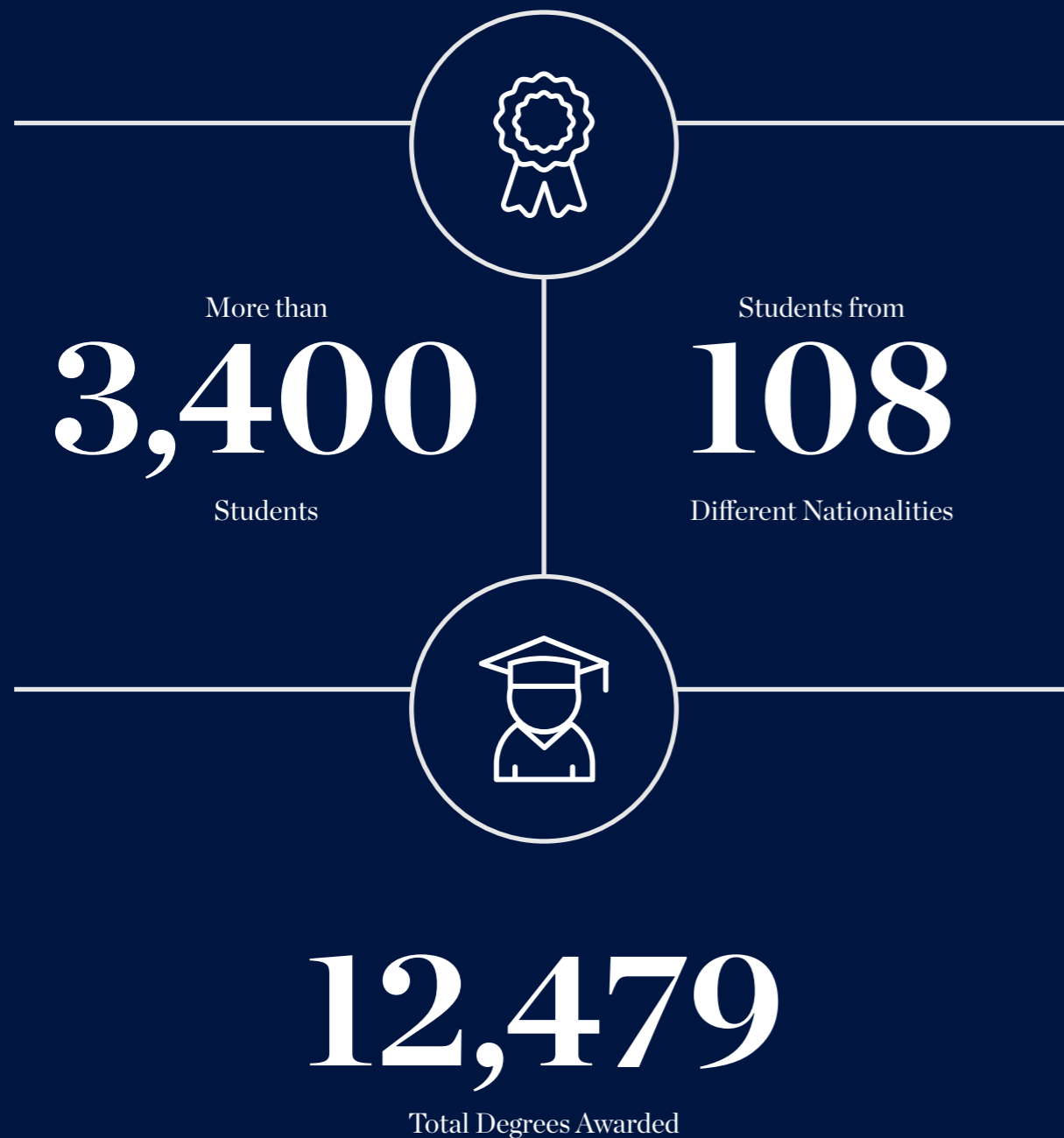
# Why study at UOWD?

- Quality, Australian-based education, internationally recognised and highly rated in global university rankings
- All our programs are accredited by the CAA of the UAE Ministry of Education, assuring quality in academic instruction, learning resources and staff credentials
- All our programs are quality assured by UOW, which is registered with the Australian Tertiary Education Quality and Standards Agency (TEQSA)
- Transfer, exchange and study abroad programs to the University of Wollongong, Australia are available
- Receive a UOW Australia degree on completion of a program at UOW Dubai
- Excellent employment and career prospects upon completion of studies with a placement rate of 77% for bachelor's students and 85% for master's students 6 months after graduation\*
- Affordable living and tuition expenses, offering value for money in comparison to programs based in the US, Canada and the UK
- Simplified admissions, payment and visa procedures
- Unparalleled diversity in student population creating a truly multicultural environment with extensive cultural support networks
- Safe and secure living environment
- Convenient location at the gateway between Europe and Asia, with close proximity to countries in the Indian sub-continent, Middle East and North African regions
- Life-long global connections through a 12,479 strong alumni network

\*Based on Graduate Survey conducted by UOWD

# Ranks among the top 1% of universities worldwide\*

\*QS World University Rankings 2021



## Internationally Accredited

Because we are accredited by the UAE Ministry of Education, through the Commission of Academic Accreditation, our students and graduates can be assured that our degrees are recognised throughout the UAE and internationally. In addition, you are guaranteed that our degrees meet with the quality standards consistent with current international practice in teaching and assessment, learning environment and resources, faculty and professional staff credentials.

All UOWD programs are also quality assured by UOW Australia, which is registered with the Australian Tertiary Education and Quality Standards Agency (TEQSA), the national regulator of the higher education sector in Australia. This local and international recognition allows graduates to pursue further education and/or employment opportunities in the public and private sectors in the UAE and around the world.

## Professionally Recognised

Alongside UOWD's institutional accreditation, several of our bachelor degrees have been formally recognised by international professional organisations. For a number of programs, this recognition provides advanced entry to, or partial exemptions from, the organisations' professional accreditation schemes.

These organisations include:

- The Association of Chartered Certified Accountants (ACCA)
- The Chartered Institute of Management Accountants (CIMA)
- CPA Australia
- The Australian Computer Society (ACS)
- The Institute of Engineering Australia (IEAust) - Member of Washington Accord
- The Australian Human Resources Institute (AHRI)
- The Chartered Institute of Professional Development (CIPD)
- The Association to Advance Collegiate Schools of Business (AACSB)

## Academic Excellence

UOWD's reputation for excellence is acknowledged by higher education authorities both locally and internationally. Assuring a standard of education that is highly regarded amongst public and private sector employers across the Gulf region.

At an international level, UOWD delivers an academic curriculum and teaching practices that reflect the quality and standards of UOW Australia, which is one of the top 50 young universities globally and among the top 1% of universities in the world in the QS World University Rankings, 2021.

**Some organisations that have employed UOWD graduates include:**



and many more...



Introduction to Bachelor Degrees

**23** Accredited Undergraduate Programs
 
**3** Faculty Areas

# Introduction to Bachelor Degrees

With the rapidly changing business environment in mind, UOWD offers global university degrees which are aligned with the UOW Australia campus and are designed in consultation with industry experts to give our students the edge they need to set them apart from their competition. These degrees are innovative, market-driven and flexible, and will help our graduates thrive in their career path of choice.

Our academic teams are experts in their respective fields with strong research credentials and close links to business and industry. UOWD's award winning lecturers and internationally renowned researchers use student-centred teaching methods to suit different learning styles and to enhance your academic experience.

Throughout the duration of your studies, you will have access to a comprehensive range of academic resources, learning support services and career guidance that will ensure you achieve your potential and help you make the right decisions about your future professional path.

## Faculties and Subject Areas

UOWD has 23 accredited bachelor degrees in three faculty areas:

- The Faculty of Business
  - Bachelor of Business Administration
  - Bachelor of Business (Accountancy, Finance, Marketing, Management, HR Management, International Business)
- The Faculty of Engineering and Information Sciences
  - Bachelor of Computer Science (Big Data, Cyber Security, Game and Mobile Development)
  - Bachelor of Business Information Systems
  - Bachelor of Engineering (Honours) - Civil, Mechanical, Electrical, Telecommunications and Computer Engineering
- School of Humanities, Social Sciences and Health
  - Bachelor of Communication and Media (Digital and Social Media, Screen Media Production, Visual Communication Design, Marketing Communication and Advertising)
  - Bachelor of Nursing (Conversion)



## Trimester Model

UOWD offers a trimester model which divides the academic calendar into three balanced teaching terms (Autumn, Winter and Spring) each of which is composed of 11 weeks of teaching, an exam week and at least two weeks of break between any two consecutive trimesters.

We also offer a 5-week intensive summer school which is optional for students, in case they want to progress in their program faster. Students can take up to 3 subjects during a trimester and 1 subject during the optional summer school.

This model provides flexibility on study load, enables deeper learning, more time to pursue internships and gain work experience while studying and more.

## Timings and Attendance

Subjects usually consist of lectures and tutorials with some laboratory sessions. Attending tutorials is compulsory for all bachelor's subjects. Classes are normally held between the hours of 8:30 am and 6:30 pm, Sunday to Thursday. Some classes may be scheduled on Saturday if required.

## Bachelor Degree with Advanced Entry (3 Years)

Prospective bachelor students who have excelled academically at school and meet our direct entry requirements, can now finish their bachelor degrees in three years, instead of the existing four-year programs. This is applicable to all UOWD bachelor degrees excluding Bachelor of Engineering degrees, which are a four-year honours degree as well as Bachelor of Nursing (Conversion) degree.

Graduates will be issued an international degree from UOW Australia, which is recognised internationally and accredited by the UAE's Ministry of Education.

Check page 46 to see our admission requirement to see if you meet our entry requirements.



## Bachelor Degree with Integrated Freshman Year (4 Years)

Any prospective bachelor student that does not directly qualify for an advance entry three-year program, is still able to enroll in any of our bachelor's degree, through a one-year Freshman Year.

The Freshman Year is a year long program, designed to provide students the foundational knowledge on Academic Language Skills, Mathematics and Statistics, General Education, computing and a specialist subject which will lead to admission to specific bachelor degree.

Check page 46 to see our admission requirement for freshman year.

## General Education Subjects

General education subjects are a distinctive feature of UOWD's bachelor degrees. General education is an opportunity for students to broaden their interests, enhance their critical thinking skills, develop an appreciation and understanding of fields outside their main study area and build a solid foundation for their future studies.

## Arabic Challenge Test

Candidates with excellent academic results in Arabic Language can accelerate their progression by gaining exemption from the General Education Arabic subject through a Challenge Test. Students achieving the minimum required score would be given exemption from the General Education Arabic subject in their degree.

## English Test

Prospective students who do not have the required evidence of English language proficiency (IELTS or TOEFL) may take a test with UOWD to establish their language level. The test is conducted on a regular basis and students can register for the test at the same time as they submit their university application for admission.

## Engineering Placement Test

All Bachelor of Engineering students should complete the Faculty of Engineering Placement Tests in Physics and in Mathematics and achieve a minimum score of 60% in each test. Students who score less than 60% in the placement test would be required to complete remedial subject(s) in their first term. The placement test will be conducted online. Students will receive further information about the placement test from the Faculty Administration Office, once they register for the test with the Student Recruitment team.





# Faculty of Business



# Dean's Message



**Professor Payyazhi Jayashree**  
Dean  
Faculty of Business

Welcome to the Faculty of Business.

The Faculty of Business at UOWD is renowned for offering exceptional bachelor's and master's programs. Our holistic world class education and multidisciplinary curricula are aimed at preparing our students to experience a satisfying and rewarding career through a key focus on preparing our skill sets and mindsets that are crucial to address some of the global challenges that businesses face today.

A strategic shift that is increasingly being seen across global businesses, is the movement away from a single minded focus only on increasing shareholder value to one where business leaders are taking decisions that will address the needs of a broader set of stakeholders, with a focus on serving society. Sustainable business impact is being created through responsible leadership and a continued and committed focus on sustainable development goals.

Our programs are tailored to meet the demands and needs of these global businesses and are aligned with UAE national priorities. Our programs across a range of disciplines including Marketing, Finance, HR, Accounting and International Business are designed and delivered to help develop the key competencies that are valued by contemporary business environments.

Our teaching and learning is focussed on building citizens of the world driven by our core values of integrity, passion, courage, excellence, collaboration and innovation. We truly believe that deep learning occurs through immersive learning experiences delivered in a contextually relevant fashion. What this means is that your learning experience at UOWD will involve strong linkages with industry and with global networks, with many opportunities for establishing wider collaborations that help you to learn and grow as a professional.

All our degrees meet the highest international academic and professional standards with several receiving recognitions from internationally renowned professional organisations such as the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), CPA Australia, Chartered Institute of Marketing (CIM), Australian Human Resource Institution (AHRI), Chartered Institute of Personnel and Development (CIPD) and more. All our business programs offered in alignment with UOW are AACSB accredited, which is further evidence of the strong standards that we maintain in our teaching, learning and research environment.

I take great pride in welcoming you as our next generation of responsible leaders who will make significant contributions to impact businesses in sustainable ways.

Many congratulations and all the best for a constructive and engaging time at the Faculty of Business.



# Bachelor of Business Administration

The Bachelor of Business Administration program provides a firm foundation in the fundamental principles of business. If you would like the opportunity to explore a broad range of employment opportunities, this program will help you develop the knowledge and skills required for entry-level positions across a range of sectors and professions.

The program will also help you develop your ability to identify, analyse and solve complex business problems across a range of business functions, including general management, marketing, administration, human resource management, economics, and accounting. The program will give you the versatility that is much sought-after amongst employers, and it is the ideal program for aspiring entrepreneurs.

## Career Paths

- ✓ Entrepreneur
- ✓ Marketing Manager
- ✓ Management Consultant
- ✓ Public Relations Manager
- ✓ Financial Planner

## Program Director

**Dr Flevy Lasrado**, Assistant Professor, PhD  
University of Salford, UK

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 core business subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The common business subject includes:

- Accounting Fundamentals in Society
- Principles of Responsible Business
- Statistics for Business
- Economic Essentials for Business
- Introductory Principles of Finance
- Introduction to Management
- Marketing Principles
- Business Oriented Information Systems OR Accounting In Organisations OR Economics and Society OR Business Communications

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- UAE and International Relations OR Society and Environment OR Public Health OR Urban Sociology
- Innovation & Entrepreneurship
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner

## Professional Accreditation

All Bachelor of Business degrees are accredited by the Association to Advance Collegiate Schools of Business (AACSB).



# Bachelor of Business

The Bachelor of Business degree provide students with a good grounding in general business disciplines and an opportunity to specialise in a selected area of commercial practice. All majors within the program are designed for a rapidly changing world and focus on innovation, flexibility, market-relevance and internationalisation. The program bridges the gap between academic theory and workplace practice to help you succeed in your career.

## UOWD offers six majors within the Bachelor of Business degree

- Accountancy
- Finance
- Human Resource Management
- International Business
- Management
- Marketing

For each major, students will take the following Common Business subjects, followed by the subjects related to your chosen major and six or seven additional electives:

- Accounting Fundamentals in Society
- Principles of Responsible Business
- Statistics for Business
- Economic Essentials for Business
- Introductory Principles of Finance
- Introduction to Management
- Marketing Principles
- Business Oriented Information Systems OR Accounting in Organisations OR Economics and Society OR Business Communications

\*Students majoring in Accountancy or Finance must undertake Accounting in Organisations.  
\*\*Students majoring in International Business are strongly encouraged to undertake Economics and Society.

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- UAE and International Relations OR Society and Environment OR Public Health OR Urban Sociology
- Innovation & Entrepreneurship
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner

## Professional Accreditation

All Bachelor of Business degrees are accredited by the Association to Advance Collegiate Schools of Business (AACSB).



## Bachelor of Business Accountancy

Accounting is about analysing and communicating financial reports for internal and external users. If you have a logical mind and an aptitude for numbers, the Bachelor of Business (Accountancy) will prepare you for a professional career in this field.

This degree will help you to understand and critically analyse financial reporting issues and their impact within the framework of the International Financial Reporting Standards (IFRS). Furthermore, you will develop an understanding of cost and management accounting techniques for planning, decision-making and performance evaluation. It will also provide you with a foundation in the procedures of auditing and international taxation.

### Career Paths

- ✓ Chief Financial Officer
- ✓ Financial Planner
- ✓ Accountant
- ✓ Banker
- ✓ Investment Banker

### Program Director

**Dr Kashif Saleem**, Associate Professor, PhD, Lappeenranta University of Technology, Finland

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 major subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- Financial Accounting II A
- Financial Accounting II B
- Management Accounting II
- Information Systems in Accounting
- Corporate Finance
- Financial Accounting III
- Management Accounting III
- Auditing and Assurance Services

## Professional Accreditation

- The Chartered Institute of Management Accountants (CIMA)
- CPA Australia
- The Association of Chartered Certified Accountants (ACCA)

## ACCA Accreditation

UOWD's Bachelor of Business (Accountancy) is accredited by the UK's Association of Chartered Certified Accountants (ACCA) for exemption from 9 out of 14 ACCA papers when students pass the prescribed UOWD subjects. This is the maximum exemption that can be achieved the bachelor's level.

Students who plan to complete the ACCA Program upon graduation must enroll in **International Taxation** (as an elective) as part of the elective for fulfilling all ACCA waiver requirements agreed with UOWD.



## Bachelor of Business Finance

Business finance is concerned with the principles of capital and investment in a commercial setting. If you have an interest in the broad spectrum of financial disciplines including economics, statistics and accounting, this degree will provide you with the specialised skills to help you succeed in a growing financial business sector.

This program will provide you with an in-depth understanding of the role of financial management in business, including how to solve financial problems and to identify, justify and communicate financial advice based on a range of social, economic and regulatory factors. You will also acquire knowledge about the role of financial institutions, particularly the operation of securities markets. Furthermore, you will develop an understanding of how companies raise capital and choose between investment options and how financial institutions operate in the current business environment.

### Career Paths

- ✓ Chief Financial Officer
- ✓ Financial Planner
- ✓ Accountant
- ✓ Banker
- ✓ Investment Banker

### Program Director

**Dr Kashif Saleem**, Associate Professor, PhD, Lappeenranta University of Technology, Finland

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 major subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- Financial Accounting II A
- Corporate Finance
- Investment Analysis
- Financial Markets and Institutions
- Applied Financial Modelling
- Advanced Corporate Finance
- Portfolio Analysis
- International Finance OR Financial Statement Analysis





## Bachelor of Business Human Resource Management

Human Resource Management is concerned with a number of fundamental business functions, including recruitment, selection, training, development, change management and occupational health and safety. If you are interested in understanding, motivating and developing the human capital of an organisation, this program will prepare you for a career in this field.

This program will help you to understand the environment and processes of recruitment and selection, apply concepts and techniques to promote change, manage and develop people, and apply appropriate occupational health and safety practices in organisations. The program will also provide you with critical perspectives on the role and functions of HR professionals.

### Career Paths

- ✓ HR Consultant
- ✓ Management Consultant
- ✓ Career Advisor
- ✓ Recruitment Specialist
- ✓ HR Manager

### Program Director

**Dr Flevy Lasrado**, Assistant Professor, PhD  
University of Salford, UK



## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 major subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- Organisational Behaviour
- Recruitment & Selection
- Managing Human Resources
- Employee Relations Management
- Management of Change
- Strategic Management
- Workplace Health and Safety Management
- Learning and Development in Organisations

## Professional Accreditation

This program is accredited by:

- The Australian Human Resources Institute (AHRI)
- The Chartered Institute of Professional Development (CIPD) from the UK



## Bachelor of Business International Business

The premise of the International Business program is to apply a globalised perspective to the management and development of commercial enterprises. If you are interested in working within different social, political and cultural contexts, the Bachelor of Business (International Business) will provide you with the knowledge and understanding to operate in a worldwide arena. This program will develop your skills and understanding in conducting trade in a global economy and developing cross-cultural business relationships.

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 major subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- International Economics
- Industry and Trade in Asia
- International Financial Management
- Managing Across Cultures
- International Marketing
- Strategic Management
- International and Comparative Human Resource Management
- International Business Management

### Career Paths

- ✓ Entrepreneur
- ✓ Diplomat
- ✓ Journalist
- ✓ Creative Specialist

### Program Director

**Dr Flevy Lasrado**, Assistant Professor, PhD  
University of Salford, UK



## Bachelor of Business Management

Management is the art and science of planning, coordinating and leading group efforts. If you are interested in mobilising human and material resources to achieve organisational goals, the Bachelor of Business (Management) will give you a fundamental understanding of how to apply key managerial concepts and theories in the contemporary work environment. This program will provide you with the opportunity to analyse, diagnose and execute judgements across a broad range of technical and management functions. It will help you to appreciate the different styles of business operation and to identify barriers to change and effective ways of overcoming them.

### Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 specialisation subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- Organisational Behaviour
- Managing Human Resources
- Operations Management
- Management of Change
- Responsible Leadership
- Strategic Management

Plus any two from the below subjects:

- Small Business Management
- Organisational Analysis
- Continuous Quality Improvement



## Bachelor of Business Marketing

Marketing is about successfully positioning, promoting and distributing goods and services in a consumer environment. A specialised degree in marketing is an excellent platform for direct entry into this field of work. If you are a good communicator with an aptitude for creative and conceptual thinking, the Bachelor of Business (Marketing) will prepare you for a career in this dynamic profession. This program will help you understand the principles of marketing, including promotion, pricing and distribution. You will gain the knowledge and skills to evaluate alternative marketing strategies and to implement effective campaigns based on financial, organisational, environmental and ethical criteria.

### Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 8 common business subjects to be completed in the first year
- 8 major subjects offered by Faculty of Business in Year 2 and Year 3
- 7 elective subjects in alignment with the official degree planner
- a final-year capstone subject

The 8 major subjects are:

- Introductory Marketing Research
- Consumer Behaviour
- Marketing and Digital Communication
- Marketing Effectiveness
- Marketing Strategy

Plus, any three subjects:

- Services Marketing
- Digital Marketing
- Integrated Marketing Communications Strategy
- International Marketing
- Tourism Marketing

### Career Paths

- ✓ Entrepreneur
- ✓ Management Consultant
- ✓ Career Advisor
- ✓ Recruitment Specialist
- ✓ HR Consultant

### Program Director

**Dr Flevy Lasrado**, Assistant Professor, PhD  
University of Salford, UK



### Career Paths

- ✓ Entrepreneur
- ✓ Journalist
- ✓ Creative Specialist
- ✓ Marketing Manager
- ✓ Management Consultant

### Program Director

**Dr Flevy Lasrado**, Assistant Professor, PhD  
University of Salford, UK

# Faculty of Engineering and Information Sciences



## Dean's Message



**Prof Khalid Hussain, Dean**  
Faculty of Engineering and Information Sciences

A warm welcome to the Faculty of Engineering and Information Sciences!

Engineering and Information Sciences is about creating innovative and smart technologies or products that can make a difference in our everyday lives. This is why the world needs unique talents and skills. At UOWD we lead the way in graduating the future generation of innovators and highly skilled engineers and computer scientists.

We offer outstanding bachelor degrees in Computer Science (3 majors), Business Information Systems and Engineering with specialisations in mechanical, civil, telecommunication, computer and electrical engineering.

Our specialised labs for security engineering, game development, and databases not only provide support for our forward-thinking and skill based curricula but it provides a venue for students to conduct research and build their skill in an advanced professional environment.

Our programs are recognised by the Australian Computer Society, providing professional recognition in the field of ICT (Information and Communication Technology) in Australia and globally. This recognition ensures that graduates from this course are highly qualified with transferrable skills and eligible to join ACS, Australia's largest community of ICT professionals or other professional bodies such as ACM (USA) or The Chartered Institute for IT (UK).

UOW Australia is a member of the Group of Eight (Go8) Deans of Engineering and Associates, in recognition of its being among the top Australian engineering faculties. This achievement is a direct result of our world class reputation in teaching and research.

All our programs are skill based, practice-oriented and reflect the latest trends and technologies that meet needs of the regional and global market, making our graduates highly competitive.

Our academics are top-of-their-class and, representing several nationalities from around the globe, they have extensive teaching and industry experiences. They are active researchers and focussed on producing outstanding research with outcomes that will benefit the community on a regional and international level.

Our strong connections with the industry will provide you with additional opportunities to participate in real-life challenges, enabling you to step into the world with confidence.

Our aim is to provide you with a unique learning experience and to develop our future industry leaders.

I hope to personally welcome you at the Faculty to the near future!



## Bachelor of Business Information Systems

There is a global demand for IT specialists with expertise in managing information systems. If you have an interest in implementing and managing information systems in a range of business scenarios, the Bachelor of Business Information Systems will provide you with the knowledge and skills to achieve a commercial advantage. This program will teach you the methodologies and tools to harness technology from a strategic and operational perspective and will enhance your analytical, problem solving and decision-making skills. It will help you to select and apply appropriate technologies for the automation of business information systems.

### Career Paths

- ✓ Entrepreneur
- ✓ Video Games Developer
- ✓ Cyber Security Specialist
- ✓ Creative Specialist
- ✓ Systems Analyst

### Program Director

**Prof Farhad Oroumchian, PhD,**  
Syracuse University

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 18 core subjects
- 4 elective subjects in alignment with the official degree planner
- a final-year project

The core subjects are:

- Programming Fundamentals
- Problem Solving
- System Analysis
- Data Management & Security
- Object Oriented Design and Programming
- Networks and Communications
- Introduction to Web Technology
- Introduction to Management
- IT Project Management
- Human Computer Interaction
- Principles of eBusiness
- Management Information Systems
- Accounting Fundamentals in Society
- Introductory Principles of Finance
- Marketing Principles
- Mathematics for Information Technology
- Software Development Methodologies
- Innovation & Entrepreneurship

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- UAE and International Relations OR Society and Environment OR Public Health OR Urban Sociology
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner

## Professional Accreditation

This program is accredited by the Australian Computer Society (ACS). The program meets the ACS requirements for membership at a professional level.



## Bachelor of Computer Science

Computer scientists design and write programs for a variety of computer applications that support a wide range of business and industrial functions, from analysing stock market trends to controlling machinery. If you have an interest in understanding, developing and applying new computer-based technologies, UOWD's Bachelor of Computer Science will help you develop the skills to become part of this growing industrial sector.

Bachelor of Computer Science is a standalone degree and the students can complete their degree without any major. There is an opportunity to specialise in a major from Year 2 by choosing one of the following:

- ↳ Cyber Security
- ↳ Game and Mobile Development
- ↳ Big Data

### Program Director

**Prof Farhad Oroumchian, PhD,**  
Syracuse University



## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 15 core subjects
- 7 elective subjects in alignment with the official degree planner
- a final-year project

The core subjects are:

- Programming Fundamentals
- Problem Solving
- System Analysis
- Data Management & Security
- Object Oriented Design & Programming
- Networks & Communications
- Introduction to Web Technology
- Mathematics for Computer Science
- Algorithms and Data Structures
- IT Project Management
- Database Systems
- Advanced Programming
- Human Computer Interaction
- Software Development Methodologies
- Innovation & Entrepreneurship

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- UAE and International Relations OR Society and Environment OR Public Health OR Urban Sociology
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner

3  
Specialisations



## Bachelor of Computer Science Game and Mobile Development

Mobiles have emerged as the most important platform for mobile game development. With the advent of augmented reality, there is a major transformation of gaming technologies. The number of mobile gamers has grown substantially thanks to the adoption of smartphones across the region.

The MENA region is a ripe market for video game creators and the gaming sector in this region is growing faster than the global average, outpacing Russia, China and even South Korea and is set to triple in size to USD 4.4 billion by 2022. Major players such as Tencent and Ubisoft having their head offices for the region in the Middle East.

### Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 15 core subjects from Bachelor of Computer Science
- 5 major subjects
- 2 elective subjects in alignment with the official degree planner
- a final-year project

The core subjects are:

- 3D Modeling and Animation

Any four subjects from the following list:

- Interactive Computer Graphics
- Game Development
- Game Engine Essentials
- Multicore and GPU Programming
- Mobile Applications Development

### Career Paths

- ✓ Entrepreneur
- ✓ Video Games Developer
- ✓ App Developer
- ✓ Cloud Architect



## Bachelor of Computer Science Cyber Security

Information and cyber security is becoming increasingly important for everyday life to protect our digital information such as IDs, assets and data security, and to secure email and online privacy for individuals, homes, families and offices.

### Career Paths

- ✓ Ethical Hacker
- ✓ Cryptographer
- ✓ Entrepreneur
- ✓ Cyber Security Specialist
- ✓ Cloud Architect

### Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 15 core subjects from Bachelor of Computer Science
- 5 major subjects
- 2 elective subjects in alignment with the official degree planner
- a final-year project

The major subjects are:

- System Security
- Contemporary Topics in Security
- Cybersecurity
- Ethical Hacking
- Network Security







## Bachelor of Computer Science Big Data

Big data has the potential to be employed in a variety of sectors as most things in this digital age revolve around data. The importance of big data doesn't revolve around how much data is stored, but what can be done with it.

Big Data careers are one of the fastest growing segments in 2020, with the global big data market forecasted to grow from USD 138.9 billion in 2020 to USD 229.4 billion by 2025.

This degree will prepare students to understand the need for data analytics, the ability to understand multiple programming languages used in Big Data collection, how to analyse large amounts of data to identify trends to aid business decisions and much more.

### Career Paths

- ✓ Statisticians
- ✓ Data Analysts / Data Engineers
- ✓ Machine Learning Engineer
- ✓ Data Miners
- ✓ Big Data Architect
- ✓ Data Visualisation Developer

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 144-credit points comprising of:

- 15 core subjects from Bachelor of Computer Science
- 5 major subjects
- 2 elective subjects in alignment with the official degree planner
- a final-year project

The major subjects are:

- Big Data Management
- Big Data Mining Techniques and Implementation
- Database Performance Tuning
- Modern Artificial Intelligence
- Data Mining and Knowledge Discovery



## Bachelor of Engineering (Honours)

The Bachelor of Engineering (Hons) will develop your practical skills to help you embrace innovation and to shape the world around us. With the opportunity to specialise in specific practical disciplines, you will develop the technical skills to make your mark in a professional, industrial environment, as soon as you graduate.

### Professional Accreditation (Applicable to All Engineering Majors)

The programs are accredited by the Institute of Engineers Australia (IEAust), a member of the Washington Accord, which enables graduates to work in various countries as globally recognised professional engineers and also provide them with a gateway to become Chartered Engineers. This recognition ensures that graduates from this course are admitted, on application, to the grade of Graduate Membership of Engineers Australia.

### Group of Eight (Go8)

UOW Australia is a member of the Group of Eight (Go8) Deans of Engineering and Associates, in recognition of its being among the top Australian engineering faculties. This achievement is a direct result of our world class reputation in teaching and research.

### Majors

- Civil Engineering
- Mechanical Engineering
- Electrical Engineering
- Telecommunications Engineering
- Computer Engineering



5  
Specialisations

## Program Structure

To qualify for this program, a student needs to accrue a total of, at least, 192-credit points comprising of:

- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

The common Year 1 engineering subjects are:

- Engineering Computing and Analysis
- Fundamentals of Engineering Mechanics
- Materials in Design
- Electrical Systems
- Engineering Design for Sustainability
- Foundations of Engineering Mathematics
- Essentials of Engineering Mathematics
- Physics for Engineers

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner



## Bachelor of Engineering (Honours) Civil Engineering

Civil engineers build, shape and improve the built environment around us, adding value to human life. They are at the forefront in planning, designing, constructing, maintaining and improving infrastructures and facilities such as buildings, roads, railroads, airports, bridges, harbours, dams, irrigation projects, pipelines, power plants and sewage systems.

As a graduate you will be able to demonstrate a comprehensive knowledge and understanding of the engineering and sustainability principles, plan and manage construction projects, design buildings and infrastructure using novel solutions, solve complex engineering problems, analyse and evaluate the validity of data findings, exercise critical judgement in determining new directions and strategies for carrying out further investigation and undertake health and safety as well as risk assessments.

### Career Paths

- ✓ Structural Engineer
- ✓ Site Engineer
- ✓ Quantity Surveyor
- ✓ Project Management Engineer
- ✓ Construction Engineer

### Program Director

**Dr Karol Sikora**, Assistant Professor, PhD,  
Glasgow Caledonian University

## Program Structure

To qualify for this program a student needs to accrue a total of, at least, 192-credit points comprising of:

- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

The specialized subjects for civil engineering are:

- Chemistry for Engineering
- Computer Modelling in Civil Engineering
- Construction Materials
- Surveying
- Geology for Engineers I
- Mechanics of Solids
- Engineering Fluid Mechanics
- Advanced Engineering Mathematics and Statistics
- Structural Design 1
- Structural Design 2
- Hydraulics and Hydrology
- Structures 1
- Geomechanics
- Construction
- Civil Engineering Design
- Fundamentals of Construction Management
- Principles of Foundation Engineering
- Managing Engineering Projects
- Professional Experience



## Bachelor of Engineering (Honours) Mechanical Engineering

Mechanical engineers specialise in the conception, design, production, testing, optimisation and maintenance of small everyday items such as printers, disk drives and sensors to large and more complex systems such as heating and cooling systems, energy conversion plants, transport systems, aircrafts, robots, medical devices, industrial equipment and heavy machinery.

As a graduate, you will be able to demonstrate a comprehensive knowledge and understanding of the engineering principles, solve engineering problems creatively by researching, filtering, analysing, processing data and applying informed judgement, carry out an innovative, conceptual and detailed design of systems and components, conceive, plan and manage the production of new and improved machines, systems and processes, implement the integration of complex systems, design, optimise and maintain machines, systems and processes, measure, control and improve the performance of machines and systems; and contribute to the creation of new knowledge in science and technology.

### Career Paths

- ✓ Mechanical Engineer
- ✓ Automotive Engineer
- ✓ Control & Systems Engineer
- ✓ Aerospace Engineer
- ✓ Product Design Engineer

### Program Director

**Dr Mama Chacha**, Associate Professor,  
PhD, Université Aix-Marseilles I, France



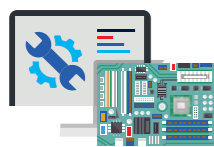
## Program Structure

To qualify for this program a student needs to accrue a total of, at least, 192-credit points comprising of:

- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

The specialized subjects for mechanical engineering are:

- Chemistry for Engineering
- Mechanics of Solids
- Engineering Fluid Mechanics
- Advanced Engineering Mathematics and Statistics
- Engineering Analysis
- Mechanical Engineering Practice
- Mechanical Engineering Design 1
- Machine Dynamics
- Thermodynamics, Experimental Methods and Analysis
- Sustainable Energy Technologies
- Mechanical Engineering Design 2
- Dynamics of Engineering Systems
- Dynamics of Mechanisms
- Thermodynamics of Engineering Systems
- Heat Transfer and Aerodynamics
- Control of Machines and Processes
- Manufacturing Engineering Principles
- Managing Engineering Projects
- Finite Element Methods in Engineering
- Professional Experience



## Bachelor of Engineering (Honours) Computer Engineering

Computer engineers design computers and/or computer systems, hardware and software to control sensors, embedded devices and manufacturing or industrial plants. This field of engineering not only focusses on how computer systems themselves work, but how they integrate into the larger picture.

Computer engineers can choose to work in many areas such as networking, control and automation, multimedia, image processing, machine vision and intelligent systems. They work across a wide range of sectors which requires personnel with expertise in the design and of computer hardware, especially the interfacing of computers with other machinery.

### Career Paths

- ✓ Systems Designer
- ✓ Network Engineer
- ✓ Systems Developer
- ✓ Data Scientist
- ✓ Software Engineer

### Program Director

**Dr Haile-Selassie Rajamani**, Associate Professor, PhD, Trinity College, University of Cambridge, UK

### Program Structure

To qualify for this program a student needs to accrue a total of, at least, 192-credit points comprising of:

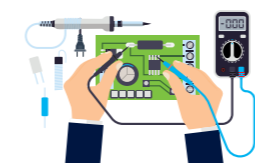
- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

The specialized subjects for computer engineering are:

- Programming for Engineers
- Circuits and Systems
- Signals and Systems
- Electronics
- Engineering Electromagnetics
- Digital Hardware
- Engineering Design and Management 2
- Advanced Engineering Mathematics and Statistics
- Digital Signal Processing
- Real-time Embedded Systems
- Power Engineering 1
- Microcontroller Architecture and Applications
- Control Theory
- Engineering Design and Management 3
- Communication Systems
- Data Communications
- Professional Experience
- Engineering Project 1
- Computer Architecture

Plus at least 2 subjects from the list below

- Multimedia Signal Processing
- Embedded Systems
- Robotics and Flexible Automation
- Software Engineering Practices & Principles



## Bachelor of Engineering (Honours) Electrical Engineering

Electrical engineering focusses on electrical and electronic devices and systems, computer systems, telecommunications, control and electrical power engineering. Electrical engineers play a vital role in renewable energy generation, heavy industry and manufacturing installations, robotics and automation, mining and electrical power distribution.

Electrical engineers are highly sought-after for their expertise in the development and application of sustainable electrical and electronic systems across a wide range of sectors.

### Program Structure

To qualify for this program a student needs to accrue a total of, at least, 192-credit points comprising of:

- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

The specialized subjects for electrical engineering are:

- Programming for Engineers
- Circuits and Systems
- Signals and Systems
- Electronics
- Engineering Electromagnetics
- Digital Hardware
- Engineering Design and Management 2
- Advanced Engineering Mathematics and Statistics
- Digital Signal Processing
- Power Engineering 1
- Power Engineering 2
- Microcontroller Architecture and Applications
- Control Theory
- Engineering Design and Management 3
- Communication Systems
- Data Communications
- Professional Experience
- Engineering Project 1

Plus at least 3 subjects from the list below

- Power System Analysis
- Embedded Systems
- Wireless Communication Systems
- Power Electronics and Drives
- Power Distribution Systems
- Robotics and Flexible Automation

### Career Paths

- ✓ Design Engineer
- ✓ Network Engineer
- ✓ Electrical Application Engineer
- ✓ Electrical Hardware Engineer

### Program Director

**Dr Haile-Selassie Rajamani**, Associate Professor, PhD, Trinity College, University of Cambridge, UK



## Bachelor of Engineering (Honours) Tele-Communications Engineering

Telecommunications engineering deals with largescale data networks, such as the internet and other devices and systems that represent, store and transmit analogue and digital information. This includes data transmission equipment, customer access technology, analogue and digital radio and television systems, satellite communications, global navigation, mobile communications and remote sensing/ telemetry systems.

### Career Paths

- ✓ Systems Designer
- ✓ Embedded Systems Engineer
- ✓ Solutions Architect
- ✓ Network Engineer
- ✓ System Developer

### Program Director

**Dr Haile-Selassie Rajamani**, Associate Professor, PhD, Trinity College, University of Cambridge, UK

### Program Structure

To qualify for this program a student needs to accrue a total of, at least, 192-credit points comprising of:

- 8 common Year 1 engineering subjects
- Specialized engineering subjects
- a final-year capstone subject
- 12 weeks of internship experience

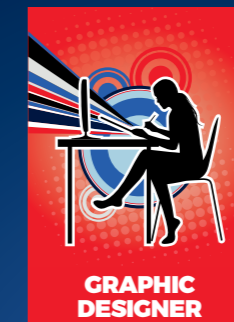
The specialized subjects for telecommunications engineering are:

- Programming for Engineers
- Circuits and Systems
- Signals and Systems
- Electronics
- Engineering Electromagnetics
- Digital Hardware
- Engineering Design and Management 2
- Advanced Engineering Mathematics and Statistics
- Digital Signal Processing
- Real-time Embedded Systems
- Power Engineering 1
- Microcontroller Architecture and Applications
- Control Theory
- Engineering Design and Management 3
- Communication Systems
- Data Communications
- Professional Experience
- Engineering Project 1
- Queuing Theory and Optimization

Plus at least 2 subjects from the list below

- Multimedia Signal Processing
- Wireless Communication Systems
- Network Engineering

# School of Humanities, Social Sciences and Health



# Head of School Message



**Dr Feras Hamza, Head of School**  
School of Humanities,  
Social Sciences and Health

A warm welcome to the School of Humanities, Social Sciences and Health!

As the UAE emerges as a pioneer of technological advancement and an architect of social progress in the region, there is an ever-increasing demand for outstanding leaders who can drive forward this ambitious agenda on a global platform.

The School of Humanities, Social Sciences and Health was launched in 2018 and offer programs in Education, Media & Communications, International Relations and Nursing.

The aim of the School is to nurture the timeless skills of reasoning and critical thinking, and to equip a new generation of visionaries with the qualities for transformational leadership. The School's success is driven by the expertise and teaching experiences of our respectable academics who no doubt, contribute to a unique learning experience.

Although the majority of the programs are currently only available on master's level, I think it is worth spending a little time to guide you through what you can expect should you wish to progress to master's level at some point in the future. In saying that, we are expanding and will soon introduce more programs to our bachelor's portfolio.

The skills that humanities students develop will be vital tools in securing a sustainable future. We all recognise that technology has the capacity to transform our lives, but it cannot answer the critical question of how we learn to live with each other in the best possible way; this is where the humanities come in.

Social science education has long taken a back seat to technology-based disciplines in emerging societies where technological innovation is seen as the key driver for growth. Yet in recent years there has been a realisation that technology is redundant in a de-humanised world.

The fundamental resource kit that future leaders will need to face long-term global challenges are all developed through social science studies – inquisitive discourse, logical reasoning, emotional intelligence, ethics, empathy, and virtue.

I'm very glad that we are able to offer the opportunity to develop these competencies through our humanities programs at UOWD. Moreover, I'm excited to see the foundations that we have laid, translate into a dedicated School for these disciplines.

We look forward to many more milestones and also hope to personally welcome you the School in the near future!



## Bachelor of Nursing (Conversion)

The nursing profession encompasses autonomous and collaborative care of individuals of all ages, families, groups and communities and in all settings.

UOWD's Bachelor of Nursing (Conversion) is a two-year bridging program for nurses who have a recognised Diploma in Nursing. Completion of this program provides the experienced nurse with the academic skills and competencies required to advance their career in the areas of clinical leadership & practice change; evidence-based practice and research.

### Who is the Program for?

If you have a recognised diploma in the field, you'll soon need to obtain a recognised bachelor degree to maintain your license to practice as a registered nurse in the UAE. The UOWD Bachelor of Nursing (Conversion) program is the ideal opportunity for you to upgrade your qualification and advance your professional opportunities both locally and internationally.

Applicants for this program must be a Registered Nurse and have completed a recognised Diploma in Nursing at an accredited institution of higher education and have achieved the minimum grades for entry to the program.

### Qualification and Accreditation

On successful completion of the two-year program you will meet the Ministry requirements to practice as a Registered Nurse in the UAE. The program is accredited by the UAE Ministry of Education, through the Commission of Academic Accreditation. This degree does not lead to registration in Australia.

### Career Paths

- ✓ Nurse
- ✓ Paramedic
- ✓ Learning Disability Specialist
- ✓ Midwife
- ✓ Nursing Administrator

### Program Director

**Dr Suzzane Robertson-Malt**, Associate Professor, PhD, University of Adelaide, Australia

### UAE Qualifications Framework

The program outcomes are consistent with Level 7 of the QFEmirates.

### Program Structure

To qualify for the Bachelor of Nursing (Conversion) from UOWD, you will study the below subjects that combine to provide a comprehensive blend of academic, practical and leadership skills to help you succeed in the nursing profession.

Year 1:

- Academic Language Skills
- Research Language Skills
- Patterns of Knowing in Nursing
- Primary Health Care Nursing
- Introduction to Health Behaviour Change
- Reflection and Practice
- Cultural Competence in Health Care Practice

Year 2:

- Therapeutics in Nursing
- Therapeutic Use of Self
- Evidence Appreciation and Application in Health Care Practice
- Challenges of Ageing
- Leadership in Health Care Practice
- Contemporary Research in Practice



# Bachelor of Communication and Media

Media and Communications is a dynamic and rapidly changing industry where creative practice intersects digital technology to deliver messages across a wide range of contexts. The degree is a flexible and innovative program designed to prepare students for careers across industry sectors.

**UOWD offers four specialisations within the Bachelor of Communication and Media program:**

- Digital and Social Media
- Global Screen Media
- Visual Communication Design
- Marketing Communication and Advertising

## Program Director

**Dr Michael Mallory**, Assistant Professor, PhD, Art and Critical Thought (PACT) European Graduate School, Switzerland



## Program Structure

To qualify for this program, a student needs to accrue a total of, atleast, 144-credit points comprising of:

- 8 common core subjects
- 8 specialisation subjects
- 8 elective subjects in alignment with the official degree planner
- a final-year project

The common core subjects are:

- Introduction to Communication and Media Studies
- Global Media and Culture
- Media Ethics and Law
- Making Media
- Understanding Research Practice
- Global Media and Social Justice
- Media Ethnographies
- Emerging Issues in Media and Communication OR The Future of Work

General education subjects for this program are:

- Muslim Societies Across the Ages: Traditions, Secularism and Modernity
- UAE and International Relations OR Society and Environment OR Public Health OR Urban Sociology
- Innovation & Entrepreneurship
- Arabic I OR Arabic II

Note: Students have the option to complete these subjects as part of general electives in accordance with the degree planner



# Bachelor of Communication and Media Digital and Social Media

In this specialisation, you will use a wide variety of technologies and platforms to test your ideas in projects defined and driven by you.

You will rapidly become skilled in innovation, prototyping, testing and practice through creative media approaches to real-world problems.

You will learn how to create work that meets the needs of users and clients, and how to use feedback to grow your project potential.

## Specialisation subjects for this program are:

- Emergent Media
- Future Networks
- Digital and Social Innovation
- Game Media Industries
- Game Experience Design
- Collaborative Production Workshop
- Future cultures

## Career Paths

- ✓ Social Media Management
- ✓ Digital Marketing
- ✓ Social Media Content Producer
- ✓ Digital Game Development
- ✓ Creative Entrepreneurship



# Bachelor of Communication and Media Screen Media Production

This specialisation will provide you with a strong foundation in digital production and streaming media with a global context.

During the course of the program you will:

- Learn how to produce innovative content for both niche and mainstream audiences.
- Develop expertise in analysing the language of visual media, while you explore the movies, TV shows and newer media forms that are emerging with specific audiences in mind.
- Learn a suite of practical skills in screen production and transmedia storytelling that will enable you to express your own ideas creatively and with social impact.

## Specialisation subjects for this program are:

- Introduction to Screen Media
- Transmedia Storytelling
- Documentary
- Transnational Media and Culture Industries
- Collaborative Production Workshop
- Global Media Interventions
- Any one of the following subjects: Digital Asia OR Australian Content Global Context OR Hollywood and Beyond: Film Festival and Genre in Global Context

## Career Paths

- ✓ On Demand & Streaming Content
- ✓ Production
- ✓ Digital Post-Production Supervisor
- ✓ Technical Director
- ✓ Sound Designer & Composer
- ✓ Motion Graphics & Live Action Editor



## Bachelor of Communication and Media Visual Communication Design

This specialisation allows you to develop skills in graphic design for both traditional and emerging media.

During the course of the program you will:

- Learn graphic design principles and practices, while working on client-driven design projects for print, online, mobile and emerging platforms.
- Learn about typography, layout, photography, design thinking, vector-based imaging, animation and design for both online and mobile platforms.
- Learn the professional skills involved in working with clients, responding to briefs and developing visual strategy.
- Study the ways in which emerging digital platforms are changing the context for visual communication design, both in a regional context and internationally.

Upon successful completion of the program, you will graduate with flexible visual design skills, ready for new career opportunities that focus on communicating messages visually across a broad spectrum of contexts and media.

### Specialisation subjects for this program are:

- Introduction to Visual Communication Design
- Interaction Design Fundamentals
- Typography
- Social Impact Design
- Collaborative Production Workshop
- Professional Design Practice
- Motion Design

### Career Paths

- ✓ Interaction Designer
- ✓ User Experience Designer
- ✓ Motion Graphics Designer
- ✓ Graphic Designer & Illustrator
- ✓ Visual Communication Specialist
- ✓ Environment Designer



## Bachelor of Communication and Media Marketing Communication and Advertising

This specialisation will help you to develop skills in the delivery of coordinated messages about products and services through various channels, such as television, radio, social media and experiential activities. You will learn how to research, plan, execute and manage marketing campaigns and acquire skills in issue management, communications technology, product publicity, crisis communication and media relations.

Through practical projects you will learn to critically analyse business and organisational issues in local, national and international contexts and use effective and creative strategies to construct and evaluate campaigns, while developing a strong understanding of the core fundamentals of marketing communications and advertising.

### Specialisation subjects for this program are:

- Business Communications
- Marketing Principles
- Public Relations Concepts
- Advertising Practice and Creative Strategies
- Collaborative Production Workshop
- Digital Marketing
- Corporate Identity and Branding

### Career Paths

- ✓ Advertising Account Executive
- ✓ Public Relations Manager
- ✓ Media Strategist and Planner
- ✓ Marketing Communications Manager
- ✓ Entertainment & Market Researcher
- ✓ Government Communications Officer



# Admission Requirements

To enrol in a bachelor's degree, you will need to meet the University's minimum academic and English language requirements. In some cases, you are able to apply for advanced standing, which can provide certain exemptions based on prior learning. Once enrolled, you can also sit for challenge tests to obtain exemptions from certain General Education subjects.

## Entry requirements - Bachelor degrees in business, computer science, IT and media

School System	Bachelor Degree Advanced Entry (3 Years)	Bachelor Degree with Integrated Freshman Year (4 Years)
UAE (Al-Thanawiyya Al-Aama)	N/A	Elite or Advanced Track 70%, General Track 75%
Arab Countries (Al-Thanawiyyah Al-Aama)	N/A	70%
American High School Diploma	Overall average grade of C (70% or 2.5/4.0) + SAT 1100	Overall average grade of C (70% or 2.5/4.0)
Bangladesh (HSC)	GPA of 4.0 / 5.0	GPA of 3.0 / 5.0
British GCE Curriculum	Minimum 5 IGCSE/GCSE subjects and Minimum of "CCD" in A levels	Minimum 5 IGCSE/GCSE subjects and 2AS/1A level subject(s)
Chinese Senior High School	80%	60%
International Baccalaureate Diploma	25 Points	20 Points
India (CBSE & ICSE) Grade 12	65%	50%
Iran (Pre-University Certificate)	14	11
Kenya	60	31
Nigeria (WAEC & NECO)	N/A	Minimum of 7 subjects with no more than 1 "Pass"
Pakistan (Higher Secondary School Certificate)	60%	50%
CIS Countries (Attestat)	N/A	Average 3/5

### Notes:

- All students applying for these programs are required to have an EmsAT in Mathematics with a score of 600 or equivalent.
- Students with qualifications from other curriculum should contact the Student Recruitment and Admissions department at UOWD to determine their eligibility.

## English language requirements - Bachelor degrees in business, computer science, IT and media

English Language Test	Bachelor Degree Advanced Entry (3 Years)*	Bachelor Degree with Integrated Freshman Year (4 Years)**
IELTS (Academic)	Overall IELTS (Academic) score of 6.0 & Minimum score of 6.0 in Reading & Writing Minimum score of 5.0 in Listening & Speaking	Overall IELTS (Academic) score of 5.0 & Minimum score of 5.0 in Reading & Writing
Internet-based TOEFL	79 with not less than 20 in Writing, 18 in Reading, 17 in Listening, 16 in Speaking	61
Computer based TOEFL	213 with a 4.0 TWE/Essay Writing	173
International paper based TOEFL	550 with a 4.0 TWE/Essay Writing	500
EmSAT Achieve - English	1400	1100

### Notes:

\* Students with a minimum overall score of 6.0 in academic IELTS and no more than one score (either in reading or writing) between 5.0 and 6.0 will be given the opportunity to complete a remedial subject in the first semester as a condition for progression.

\*\* Students with a minimum overall score of 6.0 in academic IELTS (or equivalent) and a minimum score of 6.0 in reading and writing (or equivalent) are eligible for advanced standing for English Language subjects.

## Entry requirements - Bachelor degrees in engineering

School System	Bachelor of Engineering (Honours) (4 Years)
UAE (Al-Thanawiyya Al-Aama)	Elite Track (75%) OR Advanced Track (80%) AND EmSAT: MATH - 1250, Physics - 900 and Arabic 600
Arab Countries (Al-Thanawiyyah Al-Aama)	Equivalent to UAE Al-Thanawiyyah Al-Aama requirement
American High School Diploma	Overall average grade of C (70% or 2.5/4.0) + SAT 1100
Bangladesh (HSC)	GPA of 4.0 / 5.0
British GCE Curriculum	Minimum 5 IGCSE/GCSE subjects and Minimum of "CCD" in A levels
Chinese Senior High School	80%
International Baccalaureate Diploma	25 Points
India (CBSE & ICSE) Grade 12	65%
Iran (Pre-University Certificate)	14
Kenya	60
Pakistan (Higher Secondary School Certificate)	60%

### Notes:

- Students not meeting the minimum direct entry for the Bachelor of Engineering (Honours) may be eligible for admission subject to successful completion of additional remedial subjects identified by the Faculty of Engineering and Information Sciences.
- Students with qualifications from other curriculum should contact the Student Recruitment and Admissions department at UOWD to determine their eligibility.
- All students applying for the Bachelor of Engineering are required to have an EmsAT in Mathematics with a score of 900 or equivalent and an EmsAT in Physics with a score of 800 or equivalent.

## English language requirements - Bachelor degrees in engineering

English Language Test	Bachelor of Engineering (Honours) Degree
IELTS (Academic)	Overall: IELTS (Academic) score of 6 Minimum of 6.0 in Reading & Writing Minimum of 5.0 in Listening & Speaking
Internet-based TOEFL	79 with not less than 20 in Writing, 18 in Reading, 17 in Listening, 16 in Speaking
Computer based TOEFL	213 with a 4.0 TWE/Essay Writing
International paper based TOEFL	550 with a 4.0 TWE/Essay Writing
EmSAT Achieve - English	1400

### Notes:

- Students with a minimum overall score of 6.0 in academic IELTS and no more than one score (either in reading or writing) between 5.0 and 6.0 will be given the opportunity to complete a remedial subject in the first semester as a condition for progression.





## Application Procedures

To make an application for your chosen program, you should complete the Application for Admission form and submit it along with all your supporting documentation (see below) to the Student Recruitment and Admissions team prior to the application deadline.

Your completed application and supporting documentation should be submitted to:

**Student Recruitment and Admissions**  
**University of Wollongong in Dubai**  
**PO Box 20183, Dubai, UAE**  
**Fax +971 4 278 1800**  
**Email [admissions@uowdubai.ac.ae](mailto:admissions@uowdubai.ac.ae)**

## You Can Apply Online At

[uowdubai.ac.ae/admission-form](http://uowdubai.ac.ae/admission-form) if you have all the required documentation in electronic format. Applications may also be submitted through UOWD's nominated representatives overseas. A complete list of representatives are provided on the university website.

The application deadlines are listed on our website at: [uowdubai.ac.ae/undergraduate-programs/application-procedures](http://uowdubai.ac.ae/undergraduate-programs/application-procedures)

Late applications may be accepted subject to the availability of places but applicants are encouraged to apply as early as possible.

## Supporting Documentation

The following records are required to process your application. Please ensure that all these documents accompany your Application for Admission form submission:

- ✓ An original or certified copy of your secondary school records
- ✓ A Statement or Certificate of Completion of secondary school
- ✓ Proof of your English language proficiency
- ✓ 1 passport-sized photograph
- ✓ A copy of your passport (and Residence Visa, if resident in the UAE)
- ✓ Emirates ID (if you are a resident in the UAE)
- ✓ Evidence of completing registration for compulsory national service if you are a male Emirati applicant

Additionally, if you are seeking Credit for Prior Learning in your chosen program:

- ✓ Certified copies of official academic transcripts showing all courses studied and grades obtained, syllabus details (including information on course content) of the courses you successfully completed and an explanation of the grading system.



# Student Life

# Student life

Our vibrant campus community offers a whole range of opportunities to get involved in extracurricular activities that will enhance your studies and help you to develop both personally and professionally.



## Sports

UOWD has a strong sporting tradition and the University's sports teams have built a reputation as high achievers in the university leagues and competitions. The University has a wide range of sports teams that participate in both inter- and intra-university competitions in UAE. Current active teams include:

- **Basketball**
- **Football**
- **Table Tennis**
- **Volleyball**
- **Throwball**
- **Cricket**

Additionally, competitions in sports such as athletics, swimming, squash, billiards, chess, bowling, tennis and badminton occur several times a year. Teams and players are recruited for these competitions whenever an event is scheduled.



## Clubs & Societies

At UOWD, University life is all about taking part and broadening your horizons. Whether you're interested in e-sports or public speaking; engineering or the environment; photography or the performing arts, you will find like-minded friends and colleagues among our 40 student led clubs and societies.

- **Amra-Notun Club**
- **Art Club**
- **Business Society**
- **Chinese Culture Club**
- **Club Impresario / Innovation**
- **Cultural Club**
- **Fashion Club**
- **Fitspiration Club**
- **Humans of UOWD**
- **Music Club**
- **Pharoahs Club**
- **Photography Club**
- **Theatre Club**
- **Dancers Club**



## Personal Development Opportunities

UOWD's Student Representative Council (SRC) offers an exciting opportunity for students to develop planning and leadership skills, whilst representing the voice of all UOWD students. Every year there are opportunities for students to be elected to a variety of roles within the SRC. As an elected member you will develop communication, leadership, planning, negotiation and presentation skills, each of which will give you a competitive edge when seeking employment opportunities. UOWDx is a co-curricular volunteer program run by the University that provides students with valuable skills to complement their academic program. The Career Development Centre also works with local employers to identify and promote external internship opportunities, which cover a broad range of professional disciplines.

## Alumni Network

Upon graduation from your degree at UOWD, graduates become automatic members of the University's more than 11,000 strong international Alumni Network. The Alumni Network is an extension of the UOWD community beyond the University and offers lifelong access to a wide range of services and benefits. Find out more at [uowdubai.ac.ae/alumni](http://uowdubai.ac.ae/alumni).

## Transportation

UOWD students can make use of the University shuttle bus to travel to and from the campus from Dubai Internet City (DIC) Metro station (which is the nearest station to the UOWD Campus). Students can also opt to use the transportation services to and from University. Further information can be found on our website

## Library

The University library is a rich academic resource for all students and alumni of UOWD. The Library provides a comprehensive range of print and electronic information, 260 study spaces with individual and group study spaces, photocopying and colour printing facilities. Electronic information can be accessed via the library website 24 hours a day through a UOW email account. Further information can be found on our website.

## Medical and Welfare Services

UOWD has a dedicated Happiness and Wellbeing Centre to support our students. It includes our UniClinic that provides primary healthcare facilities to students on campus. A qualified registered nurse is on duty during normal office hours and a qualified doctor consults from the centre on specific days. For enrolled students, there is no charge for consultations, treatments or use of the facilities and equipment at the UniClinic. Our Student Counselling Service provides students with a safe and confidential environment to discuss issues and anxieties relating to personal development, relationship difficulties, family conflicts, coping with stress, grief and bereavement as well as academic concerns. Counselling can help you settle into Dubai and assist with orientation to the local area, as well as addressing difficulties in studies, budgeting, health, personal problems and family emergencies.

## Student Support Programs

Beyond the classroom, UOWD offers a wealth of resources and practical assistance to enhance your educational experience and to create a supportive learning environment. Academic Skills workshops are offered on a range of topics, including academic writing, exam preparation, avoiding plagiarism, critical thinking, memory strategies and more. These workshops provide an opportunity for undergraduate students to enhance the academic skills that will be required throughout their studies.

Peer Tutoring offers academic support to students through small group sessions or one-on-one tutoring. Led by trained peer tutors, this enables students to develop a deeper understanding of course concepts with the support of tutors who clarify difficult course material, review homework assignments and provide motivation as role models.

A nighttime photograph of the Dubai skyline, featuring the Burj Khalifa as the central focus. The city lights are visible against a dark sky, and the overall scene is illuminated with a blue and white color palette.

# Living in Dubai

Studying in Dubai offers students the unique opportunity to experience different cultures in a safe and welcoming living environment and to develop their personal, professional and language skills in an international context.

UOWD calls one of the fastest growing cities in the world home. Dubai combines the best of city living with year-round sunshine and amazing beaches – it is widely known to be one of the most vibrant and peaceful cities in the Middle East. It is open and welcoming to all cultures and faiths and as a gateway between Europe and Asia many of our students enjoy using their free time to travel.

Dubai is an increasingly popular education destination. Situated on the north-east coast of the Arabian Peninsula, it is the second largest of the seven territories that make up the United Arab Emirates (UAE).

Home to residents from almost 200 countries across the globe, Dubai has a strong international and multicultural dimension with extensive support networks that represent this diverse cultural identity. Dubai is a thriving blend of enterprise, culture, tradition, education and entertainment. It is therefore little wonder that the city was recently named as the fourth most attractive destination in the world for students seeking to pursue their studies abroad.

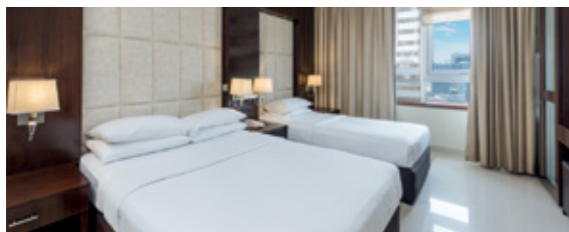
# Student Accommodation

Several accommodation options\* are available in close proximity to the University, near some of Dubai's most vibrant areas and shopping destinations such as Mall of Emirates, Dubai Mall, Burj Khalifa, Palm Jumeirah, Burj Al Arab, Dubai Creek and Dubai Marina.

## Al Salam Grand Hotel Apartments

### LOCATION

Dubai Media City



### DESCRIPTION

Al Salam Grand Hotel apartments is located on Sheikh Zayed Road within the residential community of Dubai Media City and within few minutes from Dubai Internet City and Dubai Knowledge Park. Dubai Marina including Dubai Marina Mall, Jumeirah Beach Walk, Mall of the Emirates is within easy reach of the apartments. The Dubai Metro (Internet City metro) and Dubai Tram (Al Sufouh) is a minutes' walk away and provides easy access to other parts of the city.

Various spacious studios, one- and two-bedroom apartments featuring a contemporary design and own private balconies from which to enjoy spectacular city and sea views, are available. Every studio and apartment boast its own fully equipped kitchenette.

### APARTMENT TYPE

Studio, One-Bedroom and Two-Bedroom Apartments

### SINGLE/SHARED

Single or shared options available

### FURNITURE

Fully furnished

### ANNUAL RENT

AED 85,000 | USD 23,144 for a Studio Apartment; AED 95,000 | USD 25,867 for a 1-Bedroom Apartment; AED 140,000 | USD 38,121 for a 2-Bedroom Apartment;

### MONTHLY RENT

AED 7,083 | USD 1,928 for a Studio Apartment; AED 7,917 | USD 2,155 for a 1-Bedroom Apartment; AED 11,667 | USD 3,176 for a 2-Bedroom Apartment;

### WEBSITE

www.alsalamgrand.com

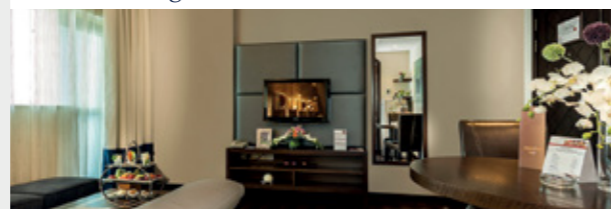
### DISTANCE FROM UOWD CAMPUS

950m

## First Central Hotel Suites

### LOCATION

Barsha Heights



### DESCRIPTION

First Central Hotel Suites is located in Barsha Heights and within a few minutes' drive from the Mall of the Emirates, Dubai Knowledge Park, Dubai Internet City and Dubai Media City.

The rooms are fully furnished with either a king size bed or twin beds, satellite TV, wireless internet connection, in-room safe, fully equipped kitchenette with hot plate, mini fridge, micro wave, tea and coffee making facilities, iron and ironing boards and many more making it an alternative as your home away from home.

Amenities available are indoor and outdoor parking, gym, swimming pool, steam room. A free shuttle service is provided for beach and mall services to ensure a pleasurable stay and shopping experience.

### APARTMENT TYPE

Classic One Bedroom suite

### SINGLE/SHARED

Single or shared options available

### FURNITURE

Fully furnished

### ANNUAL RENT

AED 54,000 | USD 14,703

### MONTHLY RENT

AED 4,500 | USD 1,225

### WEBSITE

www.firstcentraldubai.com

### DISTANCE FROM UOWD CAMPUS

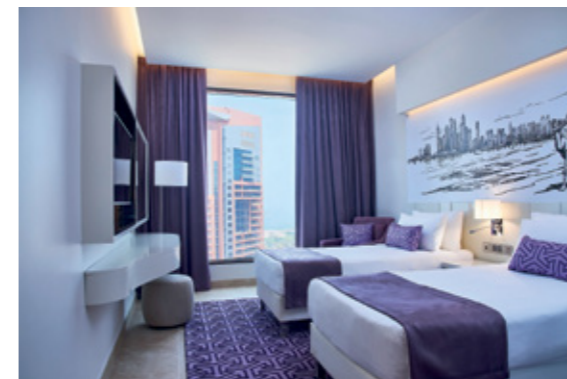
2.3km

\*These accommodation options are subject to change without prior notice

## Mercure Hotels and Apartments

### LOCATION

Dubai Internet City



### DESCRIPTION

The apartments and suites are on Sheikh Zayed Road in Barsha Heights next to Dubai Internet City metro station.

Perfectly positioned for easy access with public transport services (Dubai Internet Metro station) is beside the hotel, (Dubai tram and Monorail is a few minutes way) to popular attractions, shopping malls and entertainment venues.

Its spacious One Bedroom and Two Bedroom apartments and suites feature the privacy of a home and offering the convenience of a hotel. Offering modern amenities; a home like environment complete with a fully equipped kitchen, spacious living area, free Wi-Fi, 24 hour in-room dining and housekeeping.

### APARTMENT TYPE

One Bedroom and Two Bedroom apartments

### SINGLE/SHARED

Single or shared options available

### FURNITURE

Fully furnished

### ANNUAL RENT\*

AED 78,000 | USD 21,238 for a 1-bedroom Apartment; AED 93,600 | USD 25,486 for a 2-bedroom Apartment

### MONTHLY RENT\*

AED 6,500 | USD 1,769 for a 1-bedroom Apartment;

AED 7,800 | USD 2,123 for a 2-bedroom Apartment

### WEBSITE

www.mercuredubaihotel.com

### DISTANCE FROM UOWD CAMPUS

2.7km

\*Rate details apply. Visit website to find out more

### APARTMENT TYPE

Single or double room

### SINGLE/SHARED

Single or shared options available

### FURNITURE

Fully furnished

### ANNUAL RENT

AED 66,000 | USD 17,971

### MONTHLY RENT

AED 5,500 | USD 1,497

### WEBSITE

www.signature1hotels.com

### DISTANCE FROM UOWD CAMPUS

6.5km

## Signature Hotel Apartments and Spa

### LOCATION

Dubai Marina



### DESCRIPTION

Overlooking the Marina waterfront and a 5-minute drive from Marina Mall, the Signature Hotel Apartments and Spa offers self-catering apartments and a spa.

The luxurious units at the Signature Hotel Apartments and Spa are decorated with modern design. All have a kitchen equipped with a multi burner stove, fridge and dishwasher. Rooms also have a flat-screen TV, DVD-player and tea/coffee maker.

**The Myriad**

**LOCATION**

Dubai International Academic City



**DESCRIPTION**

The Myriad Dubai is a fully-integrated, urban-styled student living community, located in the heart of Dubai International Academic City (DIAC). The property is designed to cater to the wants and needs of the modern student, taking into consideration vital factors such as safety, security, comfort and convenience.

Residents of The Myriad Dubai will be able to make the most of a number of exclusive facilities and features intended to enhance their experience as a student in Dubai.

At The Myriad, you will find furnished rooms with all the fundamental elements of any student living space, including utilities. The Myriad accommodations are designed to be modern, urban, ergonomic and aesthetically appealing to our young residents.

**APARTMENT TYPE**

Studio, Single Room and Double Rooms

**SINGLE/SHARED**

Single or shared options available

**FURNITURE**

Fully furnished

**ANNUAL RENT**

AED 46,200 | USD 12,579 for a Studio;  
 AED 40,200 | USD 10,946 for a Single Room;  
 AED 27,000 | USD 7,351 for a Double Room per person

**MONTHLY RENT**

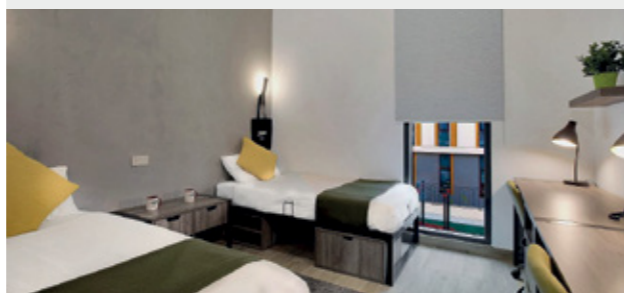
AED 3,850 | USD 1,049 for a Studio;  
 AED 3,350 | USD 913 for a Single Room;  
 AED 2,250 | USD 613 for a Double Room per person

**WEBSITE**

[www.themyriad.com](http://www.themyriad.com)

**DISTANCE FROM UOWD CAMPUS**

36km



**Emirates Academy of Hospitality Management (Opposite Burj Al Arab)**

**LOCATION**

Jumeira Beach

**DESCRIPTION**

The Emirates Academy is located in the prestigious residential and luxury hotels area on the coast of Dubai, right opposite world-famous Burj Al Arab Jumeirah, Jumeirah Beach Hotel and Wild Wadi WaterPark. We offer students a single studio accommodation consisting of an en-suite bathroom, kitchen, bed and study area with one of the greatest views in Dubai.

Fully furnished on-campus single studio accommodation consisting of an en-suite bathroom, kitchen, bed and study areas in the room. There are 2 cafes on-campus serving a variety of different cuisines and also a number of restaurants located in the Jumeirah Hotels which are all within walking distance.

**APARTMENT TYPE**

Single studio rooms

**SINGLE/SHARED**

Single occupancy

**FURNITURE**

Fully furnished

**ANNUAL RENT**

AED 51,975 | USD 14,152

**MONTHLY RENT**

AED 4,331 | USD 1,179

**WEBSITE**

[www.emiratesacademy.edu](http://www.emiratesacademy.edu)

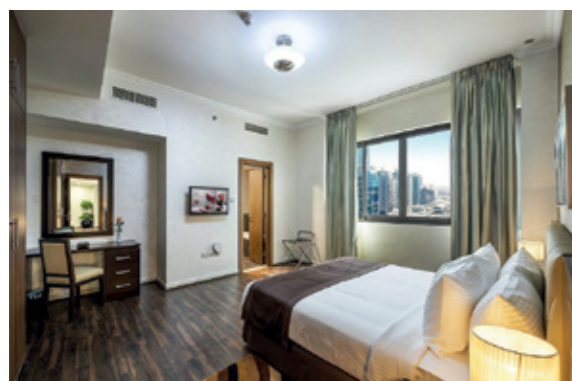
**DISTANCE FROM UOWD CAMPUS**

7.2km

## City Premiere Marina Hotel Apartments

### LOCATION

Dubai Marina



### DESCRIPTION

City Premier Marina Hotel Apartments is in Marina and offers self-catering accommodation. Standard One Bedroom, Deluxe One Bedroom, Standard Two bedroom and Deluxe Two Bedroom apartments are available.

Rooms are of a contemporary design with modern amenities including Swimming pool, fitness and locker rooms, steam room, sauna, sun umbrellas, daily housekeeping, free Wi-Fi and free private parking. Each apartment has a separate living, dining and fully equipped kitchen area. Marina Mall is within a 5-minute walk away.

### APARTMENT TYPE

Standard One Bedroom, Deluxe One Bedroom, Standard Two bedroom and Deluxe Two Bedroom apartments

### SINGLE/SHARED

Single or shared options available

### FURNITURE

Fully furnished

### ANNUAL RENT

From AED 165,500, from USD 44,928

### MONTHLY RENT

From AED 13,750, from USD 3,745

### WEBSITE

[www.citypremiermarinadubai.com](http://www.citypremiermarinadubai.com)

### DISTANCE FROM UOWD CAMPUS

4.9km



# Student Visa Sponsorship

If you are an international, non-resident student looking to study at UOWD, the University is able to provide you with a sponsored student visa, enabling you to study and reside in the UAE.

Sponsorship from UOWD means that you can arrive in the UAE on an international student visa, valid for a period of 12 months and renewable according to the duration of your study program. Non-nationals who are residents in the UAE are also eligible to apply for a visa.

UOWD visa sponsorship is only available for students who enrol on a full-time basis. For programs less than 12 months in duration, the University may be able to apply for short-term (30 days) or long-term (90 days) visas for students. All students on a University-sponsored visa should obtain a valid Emirates ID card. Further information on this can be found at [www.id.gov.ae](http://www.id.gov.ae)

## Health Insurance

As part of the visa laws, all students must have health insurance for the duration of their visa. Students issued with 12 month visas have access to our group medical health insurance scheme. The health insurance will be processed with the student visa. It provides round the clock cover for expenses incurred by students in a wide network of hospitals and clinics in the UAE, whether as an outpatient, inpatient or emergency admission. Alternatively, students can obtain their own insurance to cover the visa period.

# Fees and Payment Information

University tuition fees are payable each semester according to the number of subjects you enrol in and their associated credit point weightings. A full breakdown of tuition fees for undergraduate programs is provided at [uowdubai.ac.ae/undergraduate-programs/fees-and-payment-information](http://uowdubai.ac.ae/undergraduate-programs/fees-and-payment-information)





## Payment Procedures

Depending on your chosen plan, a number of payment methods are available. Payments are to be made in the following forms:

- Online payment via our payment portal at: <https://www.uowdubai.ac.ae/online-payment>
- Credit card authorization
- Bank transfer to:
  - Account name: University of Wollongong in Dubai
  - IBAN: AE910440000001311574702
  - Standard Chartered Bank
  - Swift # SCBLAEADXXX
  - Bur Dubai Branch, Dubai, UAE
 Please send the payee advice copy after bank transfer payment to: [fees@uowdubai.ac.ae](mailto:fees@uowdubai.ac.ae)
- Cash payment through Al Ansari Exchange Centre: Students also have the option to deposit fees in cash at any Al Ansari Exchange branch across the United Arab Emirates. Please note that a student ID number is required and a nominal transaction charge applies.

Note: Cash or cheque payments through the Fees Office will not be accepted until further notice as per directive.

## Fee Payment Plans

UOWD offers three plans for the payment of tuition fees:

<b>Traditional Payment Plan</b>	Fees can be paid online, bank transfer or credit card authorisation. You should ensure all fees are paid in full before the start of the semester, according to the number of subject being taken in that semester. All payments for the semester must be made before the due date mentioned in the Academic Calendar. <b>Online payment:</b> Payments can be made online by using the link on the website <a href="https://www.uowdubai.ac.ae/online-payment">https://www.uowdubai.ac.ae/online-payment</a>
<b>Progress Payment Plan</b>	Fees can be paid online, bank transfer or credit card authorisation in three installments as follows: <ul style="list-style-type: none"> <li>• 1<sup>st</sup> installment – 50% of the total tuition fees for the semester</li> <li>• 2<sup>nd</sup> installment – 25% of the total tuition fees for the semester</li> <li>• 3<sup>rd</sup> installment – 25% of the total tuition fees for the semester</li> </ul> The dates for payment of installments will be advertised by the Finance Department before the start of each semester. If you elect to pay the fees under the Progress Payment Plan, you will be required to pay an additional charge of AED 420* per subject. Students who pay by credit card debit order for the remaining fee instalments are eligible to receive a discount of 50% (i.e. AED 210*) on the additional fee paid per subject. <p>Students who default on any payment will automatically lose the privilege to continue with the Progress Payment Plan and will have to revert to the Traditional Payment Plan.</p> <p>*Fees are inclusive of 5% VAT</p>
<b>Guardian Payment Plan</b>	Fees can be paid by bank transfer only. If you elect to pay your entire tuition fees for the degree program upfront, you can obtain a discount of 10% on the total cost.



★★★★★ Skills Development

★★★★★ Teaching Quality

★★★★★ Overall Experience

★★★★★ Learner Engagement

★★★★★ Learning Resources

★★★★★ Student Support

**Rankings of UOW Australia according to Good Universities Guide 2019**

Ranks in the Top **1%** Universities Worldwide

Across **9** Campuses Worldwide

More than **31,000** Students Worldwide

students spread across nine campuses worldwide. UOW retains a position as one of the top one percent of universities in the world, confirmed by its performance in the prestigious QS World University Rankings 2021.

Students commencing a program at UOWD may transfer to UOW Australia with full credit, subject to certain criteria. Past graduates who have taken advantage of the option to transfer to Australia highly recommend it, as it provides a significant self-development opportunity. Students interested in transferring should contact the Registrar's Department at UOWD for details regarding the transfer process.

## Student Exchange / Study Abroad Program

UOWD students may apply to participate in a Student Exchange/Study Abroad program with UOW Australia or a partner institution. Under these programs students can choose to study for one or more session. Once the session/semester is completed they can come back to resume studies at UOWD. Similarly UOW students can also opt to study a semester at UOWD. Past graduates who have taken advantage of this option highly recommends it, as it provides a significant self-development opportunity. For more details on the application process, visa process and other related information, please contact FRED & Registry Services at UOWD.

## Transfer, Exchange and Study Abroad Programs

The University of Wollongong in Dubai offers you the opportunity to incorporate further international studies within your chosen program by taking part in a transfer, exchange or study abroad scheme with the University of Wollongong's campuses in Wollongong or Sydney, Australia or with a partner institution.

### Transfer To UOW Australia

This unique feature enables you to join a large network of more than 31,000 students studying programs at the University of Wollongong (UOW), Australia. The University has grown from a provincial feeder college with 300 students to an international university with more than 31,000

# Location Map

## UOWD Campus





## Learn More

University of Wollongong in Dubai  
UOWD Building, Dubai Knowledge Park,  
P.O. Box 20183, Dubai, UAE

Phone inside the UAE: 800-UOWD (8693)


Phone outside the UAE: +971 4 278 1800

Fax: +971 4 278 1801

Email: [info@uowdubai.ac.ae](mailto:info@uowdubai.ac.ae)

[www.uowdubai.ac.ae](http://www.uowdubai.ac.ae)

   University of Wollongong in Dubai

 @uowd

 @uowdubai