



الجامعة
الأمريكية
في الإمارات

American
University
in the Emirates

Factbook 2018 - 2019

American University in the Emirates

Office of Institutional Effectiveness

Preface

The 2018-2019 American University in the Emirates Fact Book was conducted with the intend of presenting data on:

- Admissions
- Student Enrollment
- Degrees Conferred
- Success Rates
- Alumni and Employability
- Academic Programs and Courses
- Faculty and Staff
- Tuition, Aid and Scholarships
- Faculty Research

so as to provide the University stakeholders with the overview of institutional information.

The Factbook was conducted by the Office of Institutional Effectiveness.

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I. University Overview

History of AUE

2007: The American University in the Emirates (AUE) was born as American College in the Emirates (ACE), with **40 students**, awarding associate degrees in media, information technology, business and design.

2009-2010: ACE transformed into the American University in the Emirates (AUE) with four colleges: College of Media and Mass Communication, College of Computer Information Technology, College of Business, and College of Design.

2010-2011: AUE's College of Law was established; AUE started offering graduate degrees AUE reached 1000 students

2011-2012: AUE celebrated its first graduating class on 11/11/11

2012-2013: AUE reached 2000 students

2013-2014: Under the patronage of His Highness Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Culture, Youth and Community Development in the UAE, AUE and the North Atlantic Treaty Organization (NATO) hosted an international conference on *NATO's approach to Gulf Cooperation, Lessons Learned and Future Challenges*

2014-2015: AUE held its first International Cancer Awareness Forum, in the presence of the Minister of Health of Saudi Arabia, the chief of Health Ministers in the GCC, and Princess Dina Mired from Jordan; AUE built its first Iftar tent, in collaboration with the UAE Red Crescent, to support the community around its campus during the holy month of Ramadan, and has continued to do so

2015-2016: The International Majlis of Women was established to empower women and encourage them to become agents of positive change. The former First Lady of South Africa and the First Lady of Ghana attended the inauguration.

2016-2017: AUE's College of Education was established

2017-2018: AUE's College of Security and Global Studies was established

2018-2019: AUE held its second International Research Conference, in association with Springer, on sustainable development and social responsibility.

I. University Overview

AUE Vision, Mission, and Core Values

AUE Vision and Mission

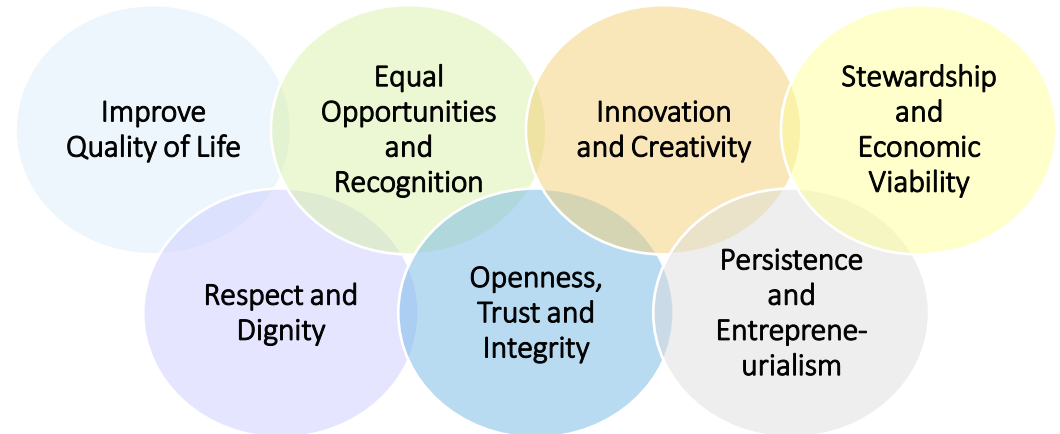
Vision

“The American University in the Emirates (AUE) is dedicated to be one of the leading higher educational institutions, providing an integrated pathway for students to become creative, effective, and productive members of the community.”

Mission

“The American University in the Emirates (AUE) is committed to offer quality, multidisciplinary, research and career-oriented academic degree programs that prepare students for successful employment and continuing higher education”

AUE Core Values



I. University Overview

Goals & Objectives

Offer quality academic programs that enable students' success as professionals and positive contributors to their various communities

- Maintain a high-quality general education program with rigorous assessment and improvement plan
- Offer and maintain high quality and market relevant undergraduate and graduate programs
- Maintain rigorous academic assessment plan that includes continuous improvement
- Recruit high caliber faculty and retain them through faculty development initiatives

Promote and support academic research at AUE

- Incentivize academic research through setting research expectations, evaluation, promotion and continuation of employment at AUE
- Develop institutional research partnerships
- Provide support for faculty research

Enhance and expand student and academic support services based on best practices to support students at AUE

- Engage each of the student support units to develop and implement initiatives to demonstrate contribution towards enhancing the student learning
- Develop strategies to enhance engagement with the alumni community
- Expand and strengthen the engagement of Guidance and Counselling Center to enrich the learning environment
- Enhance the academic support services at AUE to increase student retention
- Enhance the on-campus experience of students

Engage in sustainable practices in the areas of finance, health, safety, and risk management

- Integrate the institutional annual planning process with the institutional budgeting processes by allocating funds for all institutional goals
- Diversify and increase institutional sources (grant and endowments) and amount of revenue

Ensure compliance with standards of health, safety and accessibility for people with special need

- Implement Strategic enrollment management practices to include long-term relationships with high schools, regional/international student recruitment initiatives to improve student enrollment
- Utilize the marketing channels for institutional branding

Integrate quality management and institutional effectiveness processes across the university to seek improvement by using results

- Ensure that AUE enhances, implements, and practices (quality management) institutional effectiveness process
- Review, revise, and implement organizational structure to optimize institutional resources to include people, funds, and space
- Seek and maintain institutional program level accreditation by demonstrating compliance

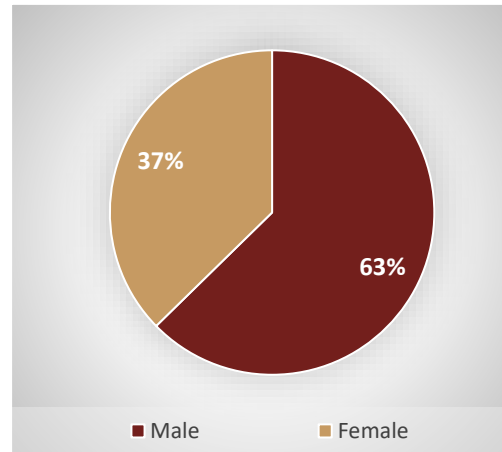
I. University Overview

Fast Facts

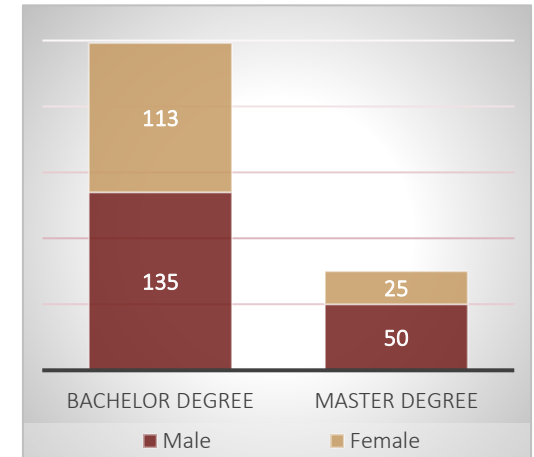
Enrollment by Award Level, Gender and Nationality Group

| Gender / Nationality | Bachelor Degree | Master Degree | Total |
|----------------------|-----------------|---------------|-------------|
| Male | 1253 | 159 | 1412 |
| Arab | 391 | 16 | 407 |
| GCC | 42 | 2 | 44 |
| Non-Arab | 99 | 4 | 103 |
| UAE | 721 | 137 | 858 |
| Female | 758 | 83 | 841 |
| Arab | 339 | 20 | 359 |
| GCC | 40 | 5 | 45 |
| Non-Arab | 111 | 2 | 113 |
| UAE | 268 | 56 | 324 |
| Total | 2011 | 242 | 2253 |

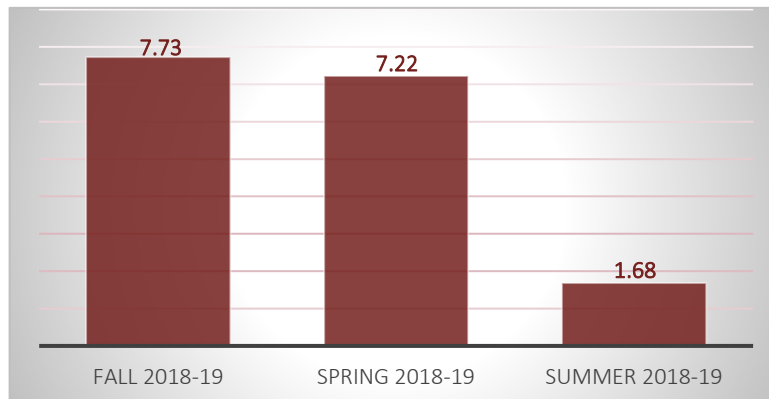
Student Male to Female Ratio



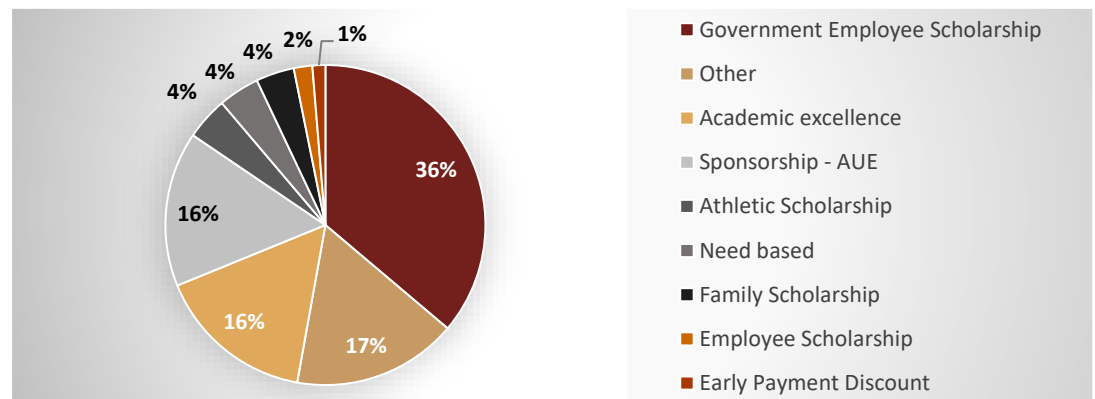
Graduates by Award-Level & Gender



Aid / Scholarship Amount (in millions AED)*



Aid / Scholarships by Type*

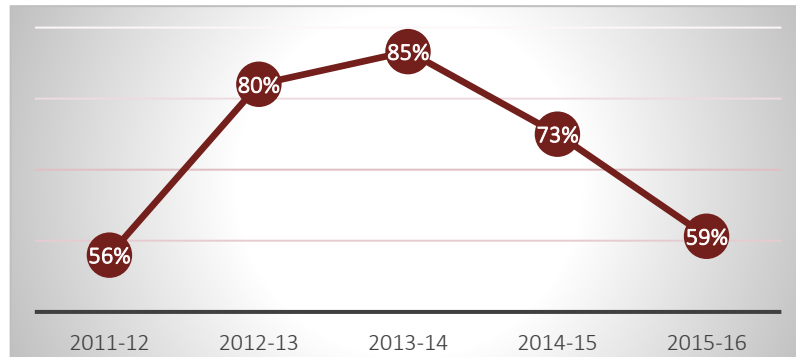


*Includes only degree-seeking students, graduate and undergraduates

I. University Overview

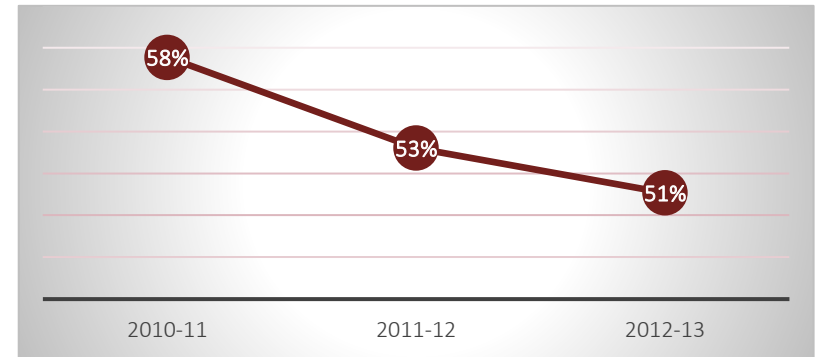
Fast Facts

Graduation Rates* (Graduate level)



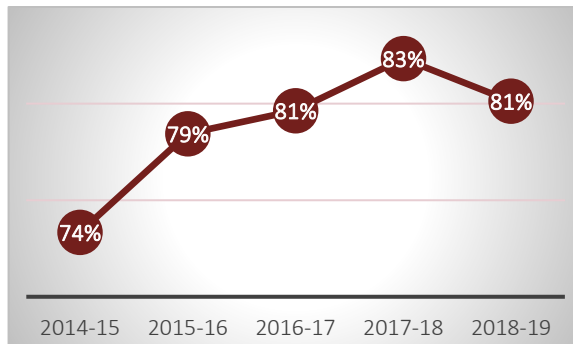
*Percent of students graduated within 150% of normal time: Graduate - 3 years

Graduation Rates* (Undergraduate level)



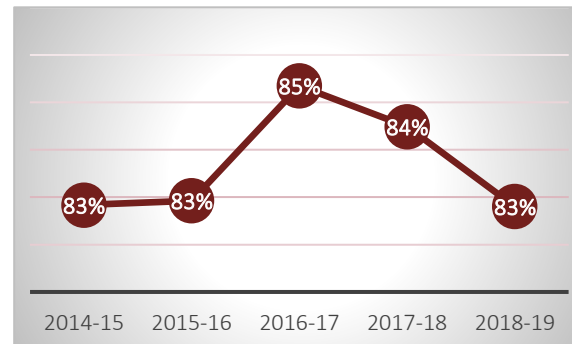
*Percent of students graduated within 150% of normal time: Undergraduate - 6 years

Retention Rates*



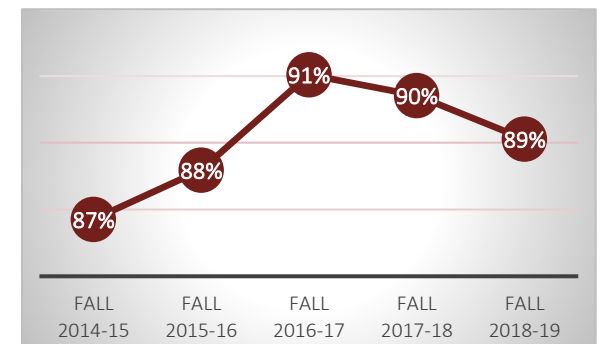
*Fall to Fall Retention Rate – for Undergraduate First-time, Full-time students

Persistence Rates*



*Percent of students enrolling in consecutive fall and spring terms.

Course Completion Rates*

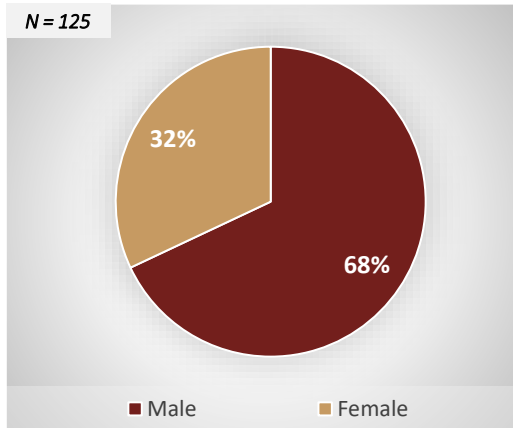


*Credits earned (a passing grade in a course) out of credits attempted

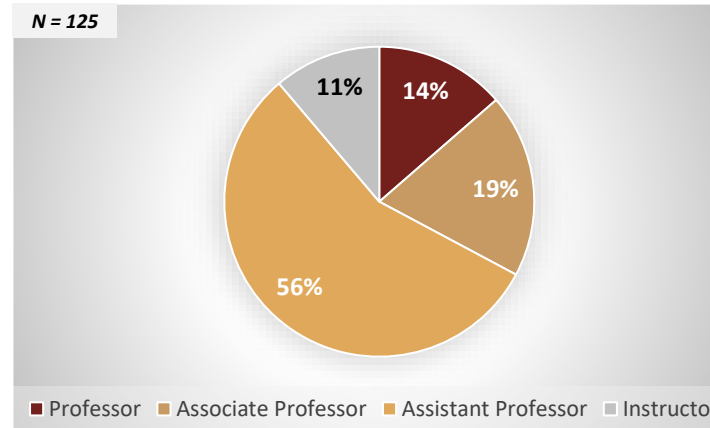
I. University Overview

Fast Facts

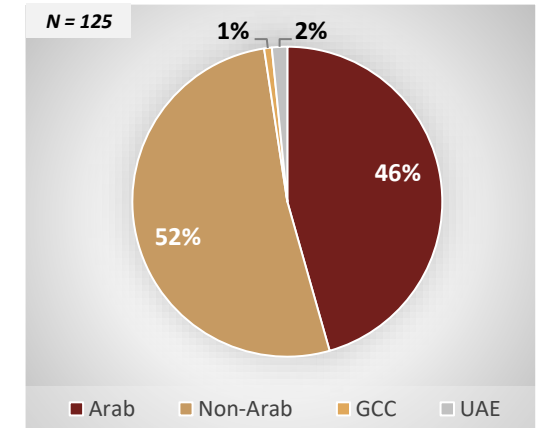
Faculty by Gender



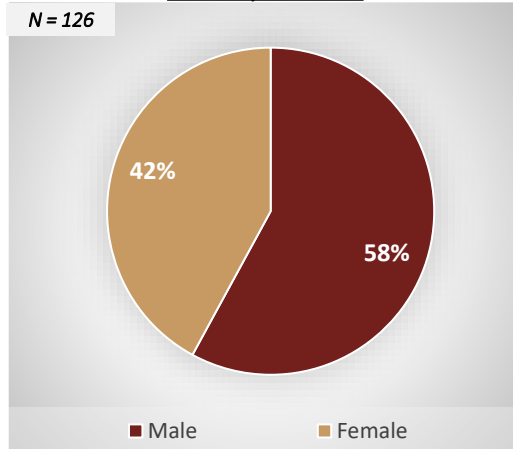
Faculty by Rank



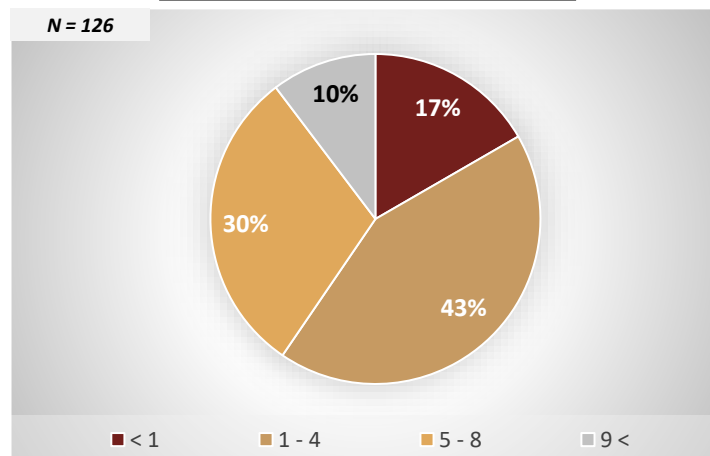
Faculty by Nationality



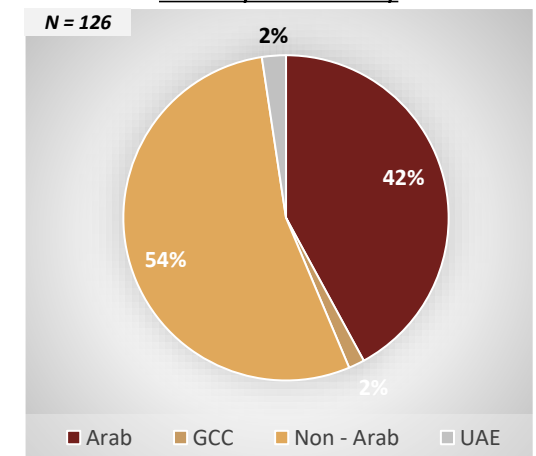
Staff by Gender



Tenure of Staff Members (in years)



Staff by Nationality



II. Accreditations

Institutional Level

The American University in the Emirates was officially licensed as of July 1st, 2006 by the Ministry of Education of the United Arab Emirates. The Commission for Academic Accreditation granted initial accreditation to all the University academic programs. The American University in the Emirates has been granted the last reaffirmation of licensure in November 2019, and the next self-study and re-accreditation is planned for on September 4th, 2022.

All programs are accredited by Ministry of Education: 7 colleges; 12 Bachelor programs; 10 Master programs

Program / Specialization Level

College of Business Administration

As the world's largest business education alliance, AACSB International—The Association to Advance Collegiate Schools of Business (AACSB)—connects educators, students, and businesses to achieve a common goal: to create the next generation of great leaders. AACSB is a global membership association for the business education industry. The member network, known as the AACSB Business Education Alliance, is a network of business educators, business, nonprofit, and public-sector organizations dedicated to sharing knowledge and best practices to accelerate innovation in business education. The American University in the Emirates College of Business Administration is a member of AACSB and is working to achieve accreditation. AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide. Through membership, accreditation, research, thought leadership, professional development, and advocacy, AACSB partners with over 1,700 organizations, from more than 100 countries. Membership or participation in the Global Education Alliance does not imply accreditation.

II. Accreditations

Program / Specialization Level

College of Business Administration (Cont.)

Furthermore, the College of Business Administration Curriculum received International Accreditation by Chartered Institute of Management Accountants (CIMA), 2019. Five of COBA specializations, namely, Accounting, Finance, Business Management, HRM and e-commerce & Marketing, have attained curriculum equivalency. In addition, Human Resource Management specialization fully aligned with the standards set by the Society for Human Resource Management (SHRM), 2019

College of Computer Information Technology

The Bachelor of Computer Science in the College of Computer Information Technology is accredited by the Computing Accreditation Commission of ABET:

<https://amspub.abet.org/aps/name-search?searchType=institution&keyword=american%20University%20in%20the%20>

III. Organization and Governance

Board of Trustees

MAJOR GEN. DR. AHMED NASSER AL RAISI, Chairman of the Board of Trustees

Major General Dr. Ahmed Naser Al Raisi is a leading UAE law enforcement officer and the current General Inspector of the Ministry of Interior, UAE. He was appointed to this position in April 2015 after leaving an indelible mark upon the Abu Dhabi Police, General Directorate of Central Operations.

MR. KHALAF AL QUBAISI, Deputy Chairman of the Board of Trustees

A passionate entrepreneur, Mr. Khalaf Al Qubaisi is currently the Chairman of Specialized Investment Group (SIG), headquartered in Al Ain and holds the role of Deputy Chairman of the board of trustees at the American University in the Emirates (AUE) since its inception.

PROF. MUTHANNA G. ABDUL RAZZAQ, President and CEO of the AUE

An eminent professional, educationist, Professor Muthanna Abdul Razzaq, completed his Bachelor Degree in Business Administration and Accounting from Al Mustansiryia University. He got his Postgraduate Diploma in Cost Accounting from Baghdad University and moved to the UK to finish his Ph.D in Management Accounting, form the University of Manchester (UMIST).

MR. MIRZA AL SAYEGH, Board Member, Director - Office of H.H Sheikh Hamden Bin Rashid Al Maktoum

Mirza Al Sayegh was born in Dubai, UAE, attended private tuition at his father's school in the early days and in 1957 he attended the first UAE Government School in Dubai for his primary education years. After completing his secondary education at Dubai Secondary School, in 1967 Mirza was enrolled in the University of Jordan, and graduated with a BA in Business Administration in 1971.

MATTHEW D. SHANK, PH.D., President Emeritus and Professor of Marketing, Marymount University Interim President, World Affairs Council, Washington DC

Matthew D. Shank became Marymount University's sixth president in July 2011 and recently resigned as President Emeritus in June, 2018 after seven years of service. After a successful tenure at Marymount, President Shank is currently serving as the interim President of the World Affairs Council – DC. In January, 2019, Dr. Shank will become the 8th President of the Virginia Foundation of Independent Colleges, a consortium of 15 private universities in the Commonwealth.

III. Organization and Governance

Board of Trustees

PROF. SUZANNE TRAGER ORTEGA, President of the Council of Graduate Schools, Board Of Member

Suzanne Ortega became the sixth President of the Council of Graduate Schools on July 1, 2014. Prior to assuming her current position, she served as the University of North Carolina (UNC) Senior Vice President for Academic Affairs (2011-14). Previous appointments include the Executive Vice President and Provost at the University of New Mexico, Vice Provost and Graduate Dean at the University of Washington, and the University of Missouri.

DR. M. JEAN KELLER, CTRS, FALS, Board Member, University of North Texas, USA

Dr. M. Jean Keller is a professor in the University of North Texas (UNT) Department of Kinesiology and Public Health. She has served UNT as Vice President for Equity and Diversity and Community Engagement for the past five years. She previously served as Provost and Deputy Vice Chancellor for Transition of UNT Dallas for five years.

DR. RASHID ALLEEM, Board Member, Chairman of Sharjah Electricity and Water Authority (SEWA)

Dr. Rashid Alleem is ranked third among the 25 most influential CEOs in GCC and is considered one of the 100 most influential CEOs in the Middle East. Recently, the Academic College of Oxford, United Kingdom, honored Dr. Rashid Alleem with the title of "Honorary Professor. He is a passionate writer; an environmentalist; a sought-after thought leader

MR. ABDULLATIF ABDULLA AHMED AL MULLA, Group Chief Executive Office of RMB, Member of the Board, AUE

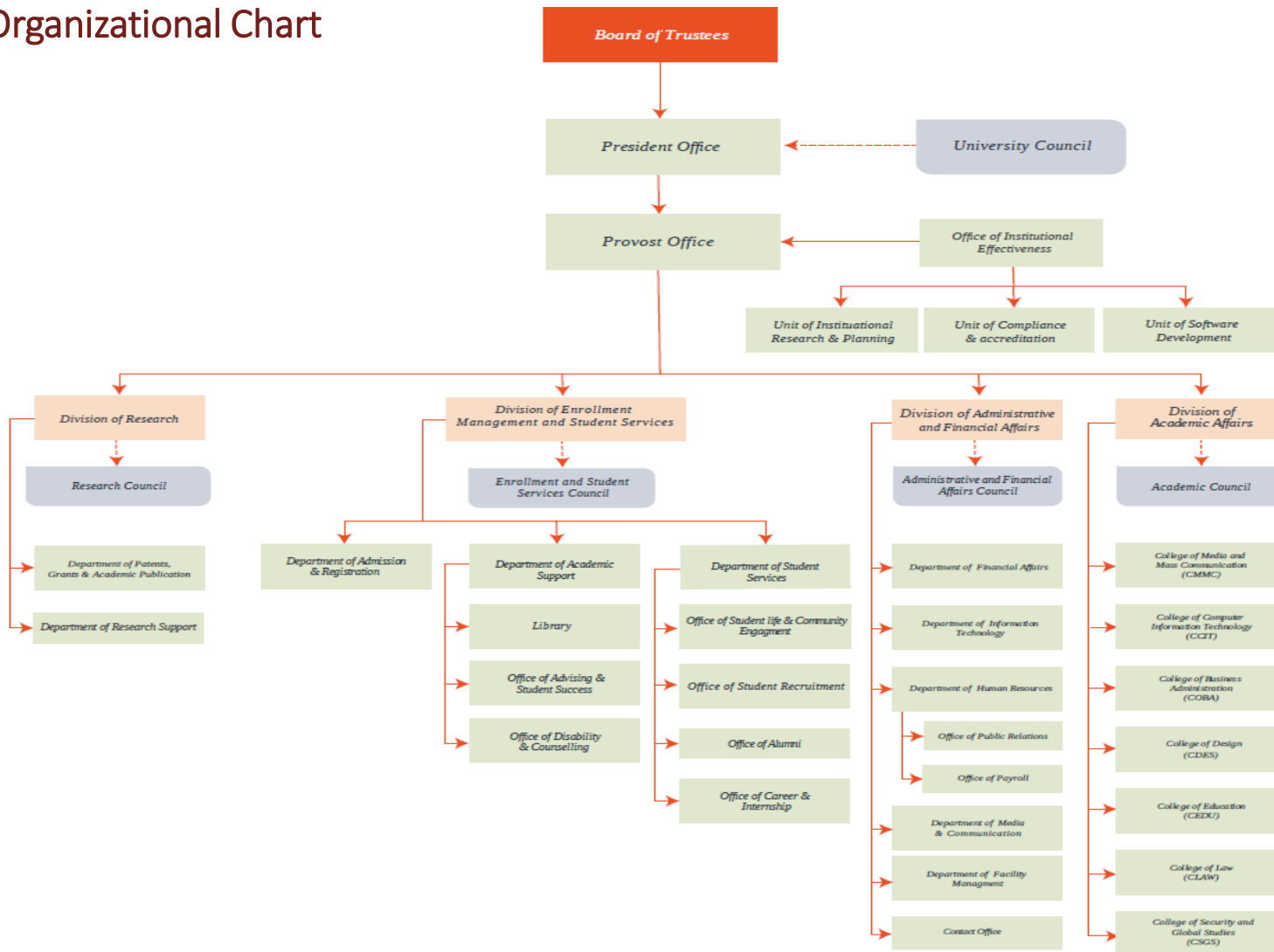
Mr. Abdullatif Abdulla Ahmed Al Mulla currently serves as Group Chief Executive Office of RMB, a conglomerate in the real Estate development and contracting. Prior to this Abdullatif Al Mulla took the helm of Dubai Properties Group (DPG) as Group CEO, bringing with him over two decades of experience in strategic leadership.

FRANK F. ISLAM, Chairman/ CEO of FI Investment Group (FIIG), USA

Frank F. Islam is an entrepreneur, philanthropist, civic leader and thought leader. Frank has a special commitment to civic, educational and artistic causes. In all of his endeavors, he strives to create opportunities that are sustainable and uplifting for humanity - guided by the virtues of hard work, focus, quality, innovation and kindness.

III. Organization and Governance

Organizational Chart

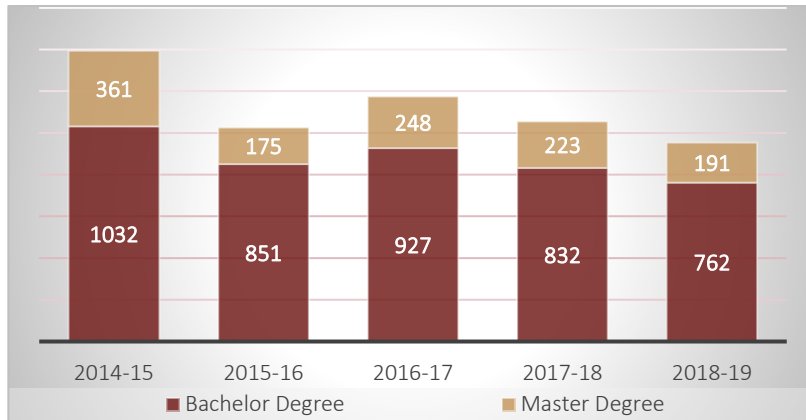


IV. Admissions

Admission Trends

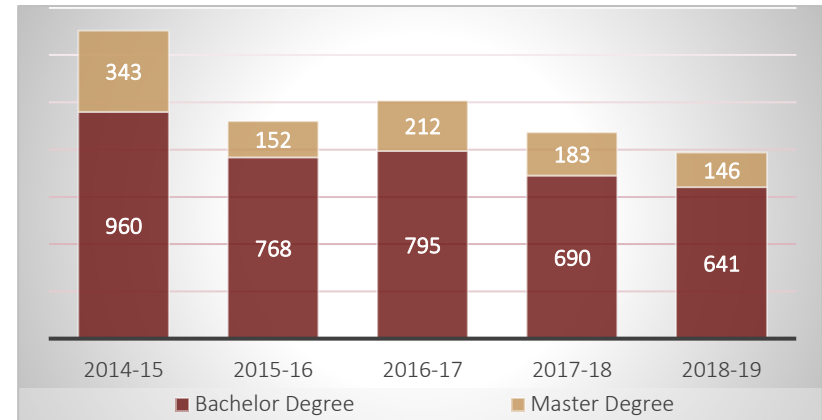
Number of Applicants*

AY 2014-15 to AY 2018-19



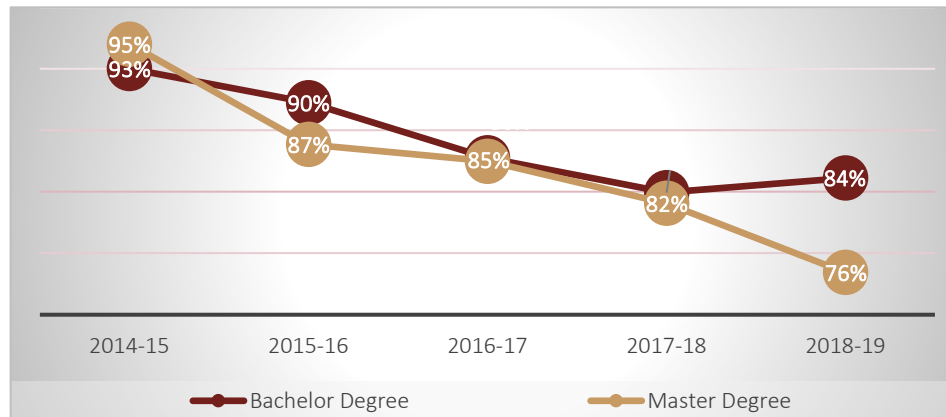
Number of Admissions*

AY 2014-15 to AY 2018-19



Admit Rate*

(percent of applicants who were accepted)



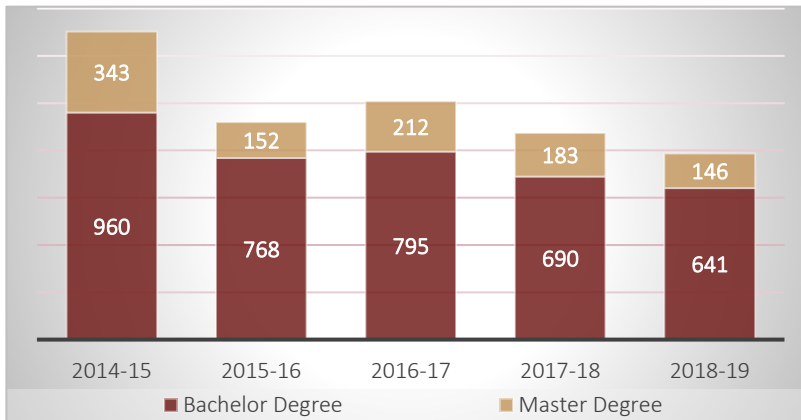
*Number of applicants are reported for the entire academic year (i.e., sum of applicants during Fall, Spring and Summer semesters). Admit rates are also reported by academic year

IV. Admissions

Admission Trends

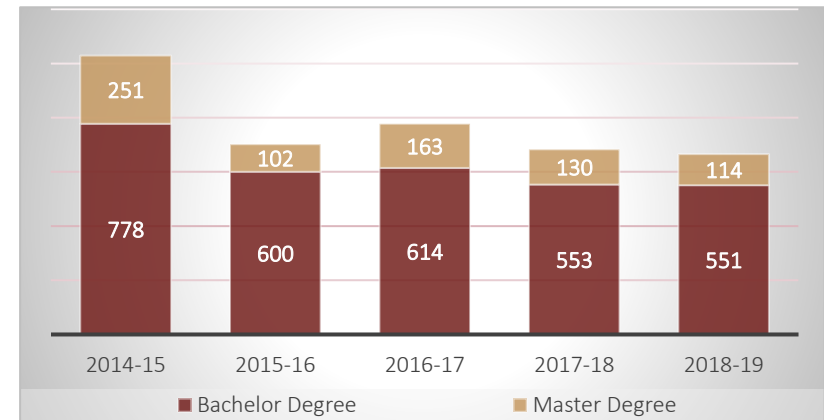
Number of Admissions*

AY 2014-15 to AY 2018-19



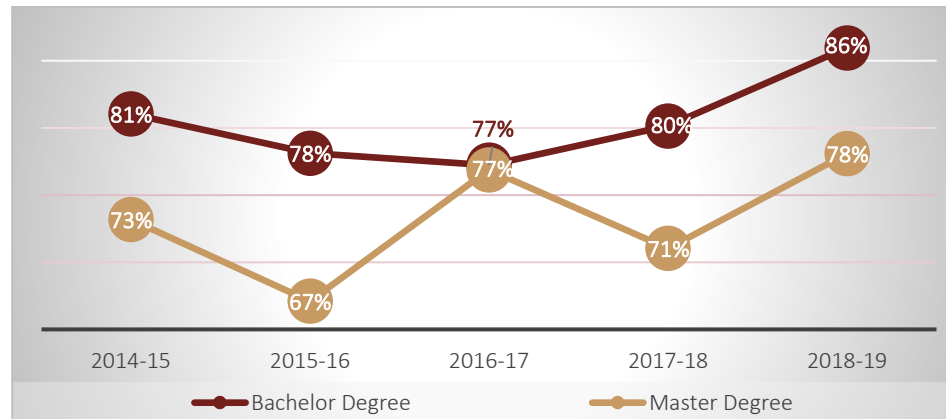
Number of Enrolled*

AY 2014-15 to AY 2018-19



Yield Rate*

(percent of accepted who enrolled)

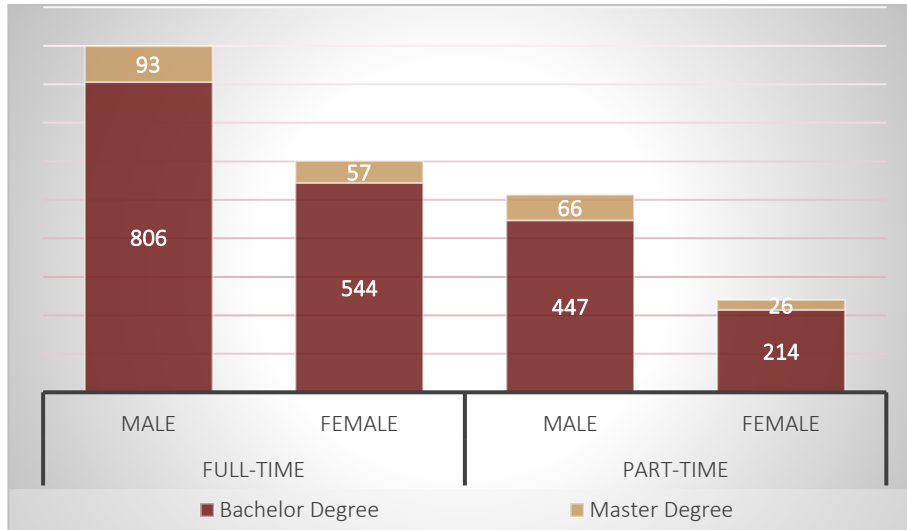


*Number of applicants are reported for the entire academic year (i.e., sum of applicants during Fall, Spring and Summer semesters). Admit and yield rates are also reported by academic year

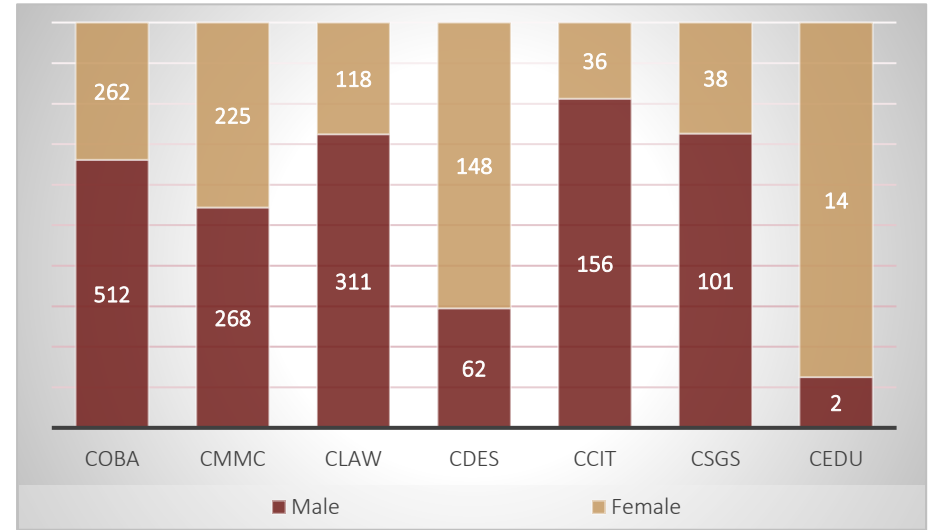
V. Student Enrollment

Fall 2018-19 Enrollment Census

Enrollment by Award-Level, Mode of Study and Gender



Enrollment by College and Gender



Enrollment by Student Type

| Student Type | Bachelor Degree | Master Degree | Total |
|------------------------|-----------------|---------------|-------------|
| Continuing | 1612 | 178 | 1790 |
| New to the Institution | 334 | 62 | 396 |
| Readmitted | 26 | 2 | 28 |
| Transfer | 37 | | 37 |
| Exchange | 2 | | 2 |
| Total | 2011 | 242 | 2253 |

5 Countries with Highest Enrollment

| Country | Number of Students | Percentage of Total Enrollment |
|----------------------|--------------------|--------------------------------|
| United Arab Emirates | 1182 | 53% |
| Egypt | 140 | 6% |
| Syria | 140 | 6% |
| Jordan | 117 | 5% |
| Yemen | 89 | 4% |

*Headcounts include degree-seeking students; visiting students are also included; A full time student is a student enrolled for 12 or more semester credits at the undergraduate level, or a student enrolled for 9 or more semester credits at the graduate level; COBA – College of Business Administration; CCIT - College of Computer Information Technology; CDES – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

V. Student Enrollment

Fall 2018-19 Enrollment Census *(continued)*

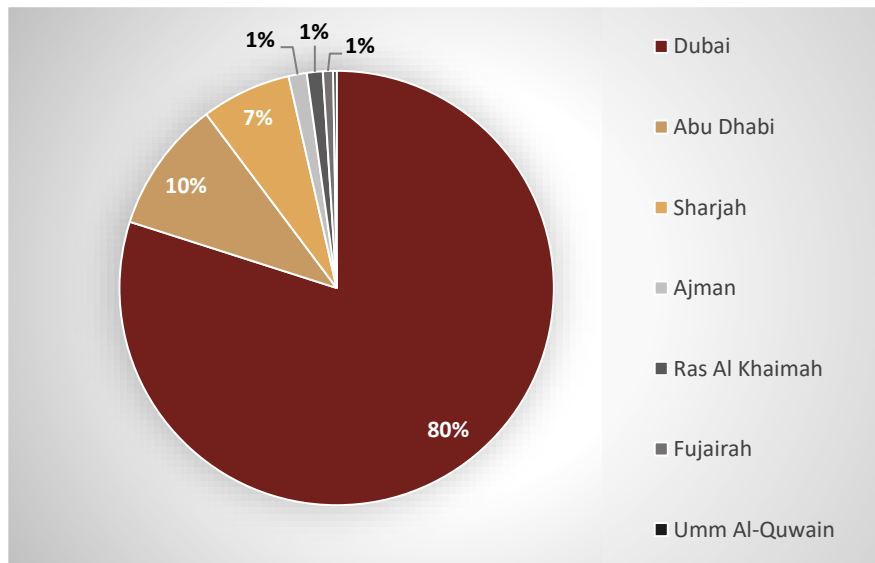
Enrollment by Student Level and Average Age

| Student Level | Number of Students | Average Age |
|------------------|--------------------|-------------|
| Freshman | 476 | 22.57 |
| Sophomore | 482 | 23.58 |
| Junior | 382 | 24.48 |
| Senior | 671 | 25.83 |
| Masters - Year 1 | 43 | 30.37 |
| Masters - Year 2 | 199 | 32.83 |

Enrollment by Award Level, Gender and Nationality

| Gender / Nationality | Bachelor Degree | Master Degree | Total |
|----------------------|-----------------|---------------|-------------|
| Male | 1253 | 159 | 1412 |
| Arab | 391 | 16 | 407 |
| GCC | 42 | 2 | 44 |
| Non-Arab | 99 | 4 | 103 |
| UAE | 721 | 137 | 858 |
| Female | 758 | 83 | 841 |
| Arab | 339 | 20 | 359 |
| GCC | 40 | 5 | 45 |
| Non-Arab | 111 | 2 | 113 |
| UAE | 268 | 56 | 324 |
| Total | 2011 | 242 | 2253 |

UAE Student Enrollment by Residency*



*Headcounts include degree-seeking students; visiting students are also included; A full time student is a student enrolled for 12 or more semester credits at the undergraduate level, or a student enrolled for 9 or more semester credits at the graduate level; COBA – College of Business Administration; CCIT - College of Computer Information Technology; CDES – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

V. Student Enrollment

Fall 2018-19 Enrollment Census *(continued)*

Enrollment by College and Program

| College / Program | Number of Students |
|---|--------------------|
| College of Business Administration | 774 |
| Bachelor of Business Administration - Accounting | 77 |
| Bachelor of Business Administration - Business Management | 269 |
| Bachelor of Business Administration - E-Commerce and Marketing | 73 |
| Bachelor of Business Administration - Finance | 83 |
| Bachelor of Business Administration - Hospital and Healthcare Management | 29 |
| Bachelor of Business Administration - Human Resource Management | 104 |
| Bachelor of Business Administration - Insurance and Risk Management | 20 |
| Bachelor of Business Administration - Logistics and Supply Chain Management | 54 |
| Master of Business Administration | 58 |
| Master of Sports Management | 7 |
| College of Media and Mass Communication | 493 |
| Bachelor of Arts in Media and Mass Communication - Integrated Marketing Communication | 37 |
| Bachelor of Arts in Media and Mass Communication - International Relations | 153 |
| Bachelor of Arts in Media and Mass Communication - Public Relations | 46 |
| Bachelor of Arts in Media and Mass Communication - Radio and TV | 81 |
| Bachelor of Public Relations | 149 |
| Master of Arts in Diplomacy | 4 |
| Master of Arts in Security and Strategic Studies | 23 |
| College of Law | 429 |
| Bachelor of Law | 352 |
| Master in Arbitration | 9 |
| Master in Criminal Sciences | 17 |
| Master in Intellectual Property | 6 |
| Professional Master in Sports Law | 45 |

**Headcounts include degree-seeking students; visiting students are also included; A full time student is a student enrolled for 12 or more semester credits at the undergraduate level, or a student enrolled for 9 or more semester credits at the graduate level.*

V. Student Enrollment

Fall 2018-19 Enrollment Census *(continued)*

Enrollment by College and Program

| College / Program | Number of Students |
|--|--------------------|
| College of Design | 210 |
| Bachelor of Science in Design - Digital Animation | 29 |
| Bachelor of Science in Design - Fashion Design | 19 |
| Bachelor of Science in Design - Graphic Design | 44 |
| Bachelor of Science in Design - Interior Design | 118 |
| College of Computer Information Technology | 192 |
| Bachelor of Computer Science - Digital Forensics | 41 |
| Bachelor of Computer Science - Network Security | 90 |
| Bachelor of Science in Information Technology Management | 49 |
| Master in Library and Information Science | 6 |
| Master of Knowledge Management | 6 |
| College of Security and Global Studies | 139 |
| Bachelor of Arts in Security and Strategic Studies - Crisis Management Communication | 11 |
| Bachelor of Arts in Security and Strategic Studies - Disaster Management | 25 |
| Bachelor of Arts in Security and Strategic Studies - Emergency Management | 13 |
| Bachelor of Arts in Security and Strategic Studies - Risk Management | 29 |
| Master in Security Studies and Information Analysis | 14 |
| Master of Arts in Diplomacy | 17 |
| Master of Arts in Security and Strategic Studies | 30 |
| College of Education | 16 |
| Bachelor of Education - Educational Psychology and Counseling | 15 |
| Bachelor of Education - Educational Technology | 1 |

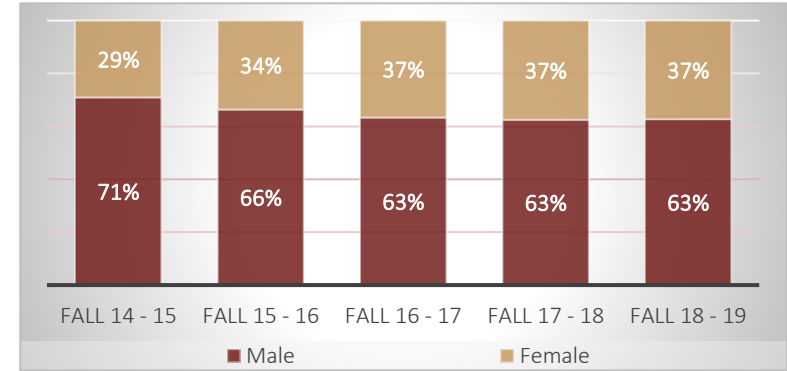
V. Student Enrollment

Historical Enrollment Trends – 5 Years

Fall Enrollment by Award-Level and Mode of Study*

| Award-Level / Mode of Study | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|
| Bachelor Degree | 2190 | 2051 | 1984 | 2022 | 2011 |
| Full Time | 1551 | 1452 | 1413 | 1432 | 1350 |
| Part Time | 639 | 599 | 571 | 590 | 661 |
| Master Degree | 330 | 285 | 237 | 268 | 242 |
| Full Time | 180 | 139 | 129 | 131 | 150 |
| Part Time | 150 | 146 | 108 | 137 | 92 |
| Total | 2520 | 2336 | 2221 | 2290 | 2253 |

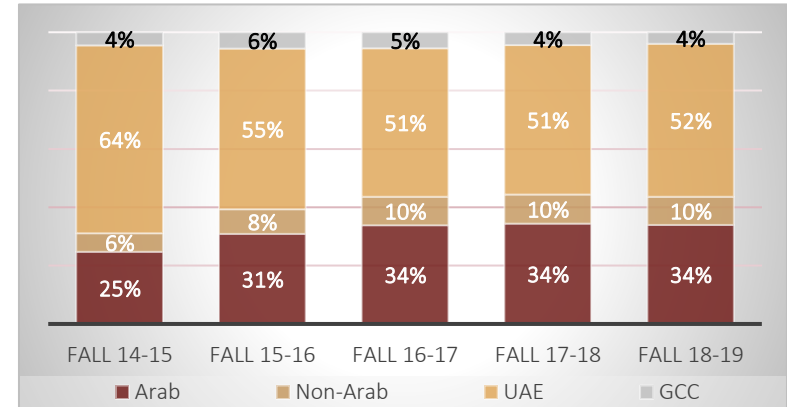
Fall Enrollment by Gender



Fall Enrollment by College*

| College | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|--|-------------|-------------|-------------|-------------|-------------|
| College of Business Administration | 1038 | 922 | 915 | 869 | 774 |
| College of Computer Information Technology | 155 | 165 | 106 | 144 | 192 |
| College of Design | 164 | 167 | 174 | 209 | 210 |
| College of Education | | | 9 | 10 | 16 |
| College of Law | 735 | 614 | 493 | 444 | 429 |
| College of Media and Mass Communication | 422 | 450 | 471 | 517 | 493 |
| College of Security and Global Studies | 6 | 18 | 35 | 94 | 139 |
| Undecided | | | 18 | 3 | |
| Total | 2520 | 2336 | 2221 | 2290 | 2253 |

Fall Enrollment by Nationality



*Headcounts include degree-seeking students. Visiting students are also included

*A full time student is a student enrolled for 12 or more semester credits at the undergraduate level, or a student enrolled for 9 or more semester credits at the graduate level

V. Student Enrollment

Historical Enrollment Trends - Enrollment by College and Program - 5 Years

| College / Program | Fall 2014-15 | Fall 2015-16 | Fall 2016-17 | Fall 2017-18 | Fall 2018-19 |
|---|--------------|--------------|--------------|--------------|--------------|
| College of Business Administration | 1038 | 922 | 915 | 869 | 774 |
| Bachelor of Business Administration - Accounting | 74 | 73 | 74 | 76 | 77 |
| Bachelor of Business Administration - Business Management | 367 | 321 | 319 | 287 | 269 |
| Bachelor of Business Administration - E-Commerce and Marketing | 62 | 73 | 82 | 83 | 73 |
| Bachelor of Business Administration - Finance | 113 | 116 | 106 | 103 | 83 |
| Bachelor of Business Administration - Hospital and Healthcare Management | 17 | 21 | 22 | 28 | 29 |
| Bachelor of Business Administration - Human Resource Management | 149 | 128 | 120 | 109 | 104 |
| Bachelor of Business Administration - Insurance and Risk Management | 13 | 10 | 13 | 17 | 20 |
| Bachelor of Business Administration - Logistics and Supply Chain Management | 53 | 62 | 79 | 72 | 54 |
| Master of Business Administration | 177 | 110 | 98 | 86 | 58 |
| Master of Sports Management | 13 | 8 | 2 | 8 | 7 |
| College of Computer Information Technology | 155 | 165 | 106 | 144 | 192 |
| Bachelor of Computer Science - Digital Forensics | 32 | 36 | 25 | 33 | 41 |
| Bachelor of Computer Science - Network Security | 41 | 49 | 35 | 60 | 90 |
| Bachelor of Science in Information Technology Management | 72 | 69 | 39 | 46 | 49 |
| Master in Library and Information Science | 10 | 11 | 7 | 5 | 6 |
| Master of Knowledge Management | | | | | 6 |
| College of Design | 164 | 167 | 174 | 209 | 210 |
| Bachelor of Science in Design - Digital Animation | 25 | 29 | 26 | 29 | 29 |
| Bachelor of Science in Design - Fashion Design | 11 | 23 | 26 | 26 | 19 |
| Bachelor of Science in Design - Graphic Design | 44 | 37 | 35 | 40 | 44 |
| Bachelor of Science in Design - Interior Design | 84 | 78 | 87 | 114 | 118 |

*Headcounts include degree-seeking students. Visiting students are also included.

V. Student Enrollment

Historical Enrollment Trends - Enrollment by College and Program – 5 Years

| College / Program | Fall 2014-15 | Fall 2015-16 | Fall 2016-17 | Fall 2017-18 | Fall 2018-19 |
|---|--------------|--------------|--------------|--------------|--------------|
| College of Education | | | 9 | 10 | 16 |
| Bachelor of Education - Educational Psychology and Counseling | | | 9 | 10 | 15 |
| Bachelor of Education - Educational Technology | | | | | 1 |
| College of Law | 735 | 614 | 493 | 444 | 429 |
| Bachelor of Law | 713 | 557 | 445 | 366 | 352 |
| Master in Arbitration | | | | 6 | 9 |
| Master in Criminal Sciences | | | | 7 | 17 |
| Master in Intellectual Property | | | | 2 | 6 |
| Professional Master in Sports Law | 22 | 57 | 48 | 63 | 45 |
| College of Media and Mass Communication | 428 | 468 | 506 | 517 | 493 |
| Bachelor of Arts in Media and Mass Communication - Integrated Marketing Communication | 3 | 8 | 14 | 27 | 37 |
| Bachelor of Arts in Media and Mass Communication - International Relations | 205 | 205 | 187 | 182 | 153 |
| Bachelor of Arts in Media and Mass Communication - Media Sales | 2 | 2 | 1 | 1 | |
| Bachelor of Arts in Media and Mass Communication - Public Relations | 35 | 34 | 47 | 44 | 46 |
| Bachelor of Arts in Media and Mass Communication - Radio and TV | 60 | 74 | 78 | 79 | 81 |
| Bachelor of Public Relations | 15 | 39 | 97 | 127 | 149 |
| Master of Arts in Diplomacy | 51 | 51 | 45 | 24 | 4 |
| Master of Arts in Security and Strategic Studies | 57 | 55 | 37 | 33 | 23 |

**Headcounts include degree-seeking students. Visiting students are also included.*

V. Student Enrollment

Historical Enrollment Trends - Enrollment by College and Program – 5 years

| College / Program | Fall 2014-15 | Fall 2015-16 | Fall 2016-17 | Fall 2017-18 | Fall 2018-19 |
|--|--------------|--------------|--------------|--------------|--------------|
| College of Security and Global Studies | | | | 94 | 139 |
| Bachelor of Arts in Security and Strategic Studies - Crisis Management Communication | | | | 7 | 11 |
| Bachelor of Arts in Security and Strategic Studies - Disaster Management | | | | 9 | 25 |
| Bachelor of Arts in Security and Strategic Studies - Emergency Management | | | | 12 | 13 |
| Bachelor of Arts in Security and Strategic Studies - Risk Management | | | | 32 | 29 |
| Master in Security Studies and Information Analysis | | | | | 14 |
| Master of Arts in Diplomacy | | | | 14 | 17 |
| Master of Arts in Security and Strategic Studies | | | | 20 | 30 |
| Undecided | | | 18 | 3 | |

All Students by Year, Level, and Full Time Equivalency*

| Bachelor Degree | Total Cr Hours | FTE | Enrollment |
|------------------|----------------|-------|------------|
| Fall 2014 - 2015 | 28,502 | 2,375 | 2190 |
| Fall 2015 - 2016 | 26,277 | 2,190 | 2051 |
| Fall 2016 - 2017 | 25,934 | 2,161 | 1984 |
| Fall 2017 - 2018 | 26,084 | 2,174 | 2022 |
| Fall 2018 - 2019 | 25,525 | 2,127 | 2011 |

| Master Degree | Total Cr Hours | FTE | Enrollment |
|------------------|----------------|-----|------------|
| Fall 2014 - 2015 | 2,716 | 302 | 330 |
| Fall 2015 - 2016 | 2,252 | 250 | 285 |
| Fall 2016 - 2017 | 2,016 | 224 | 237 |
| Fall 2017 - 2018 | 2,095 | 233 | 268 |
| Fall 2018 - 2019 | 1,909 | 212 | 242 |

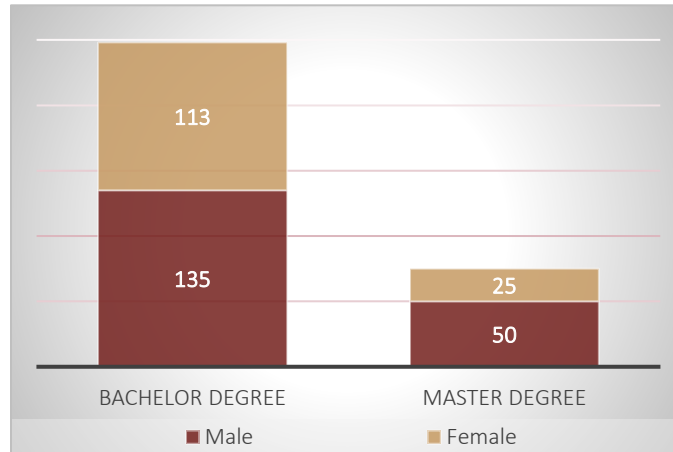
* Bachelor Degree: 12 total credit hours = 1 undergraduate FTE

* Master degree: 9 total credit hours = 1 graduate/doctoral FTE

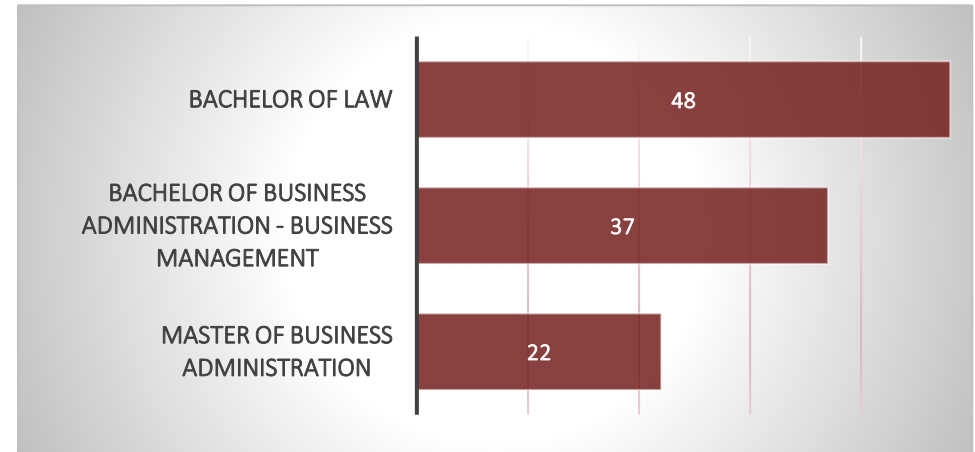
VI. Degrees Conferred

Completions: AY 2018-19

Graduates by Award-Level and Gender



Top Three Degrees Awarded



Graduates by Level and Nationality Group

| Nationality | Bachelor Degree | Master Degree |
|--------------|-----------------|---------------|
| Arab | 111 | 10 |
| GCC | 13 | 2 |
| Non-Arab | 32 | 1 |
| UAE | 92 | 62 |
| Total | 248 | 75 |

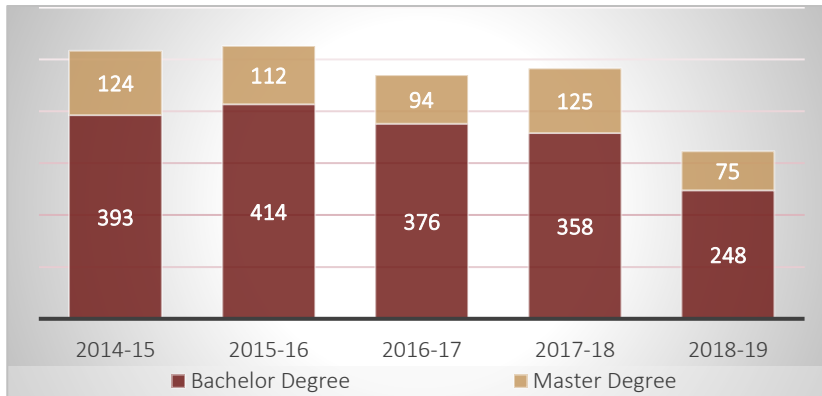
Average CGPA of Graduates

| College | Bachelor Degree | Master Degree |
|--|-----------------|---------------|
| College of Business Administration | 3.16 | 3.46 |
| College of Computer Information Technology | 2.72 | 3.33 |
| College of Design | 3.40 | |
| College of Law | 3.00 | 3.59 |
| College of Media and Mass Communication | 3.20 | 3.66 |
| College of Security and Global Studies | 3.01 | 3.61 |

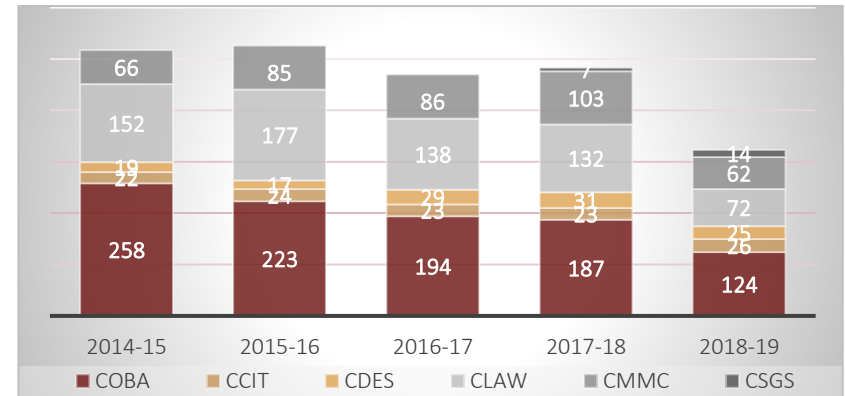
VI. Degrees Conferred

Completion Trends – 5 Years

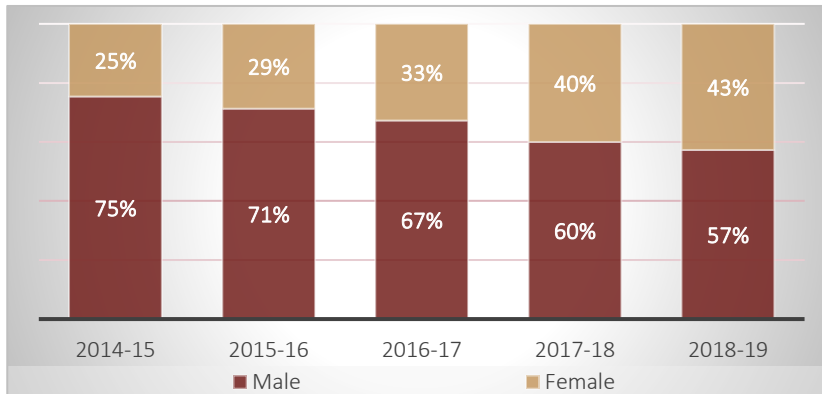
Degrees by Award-Level



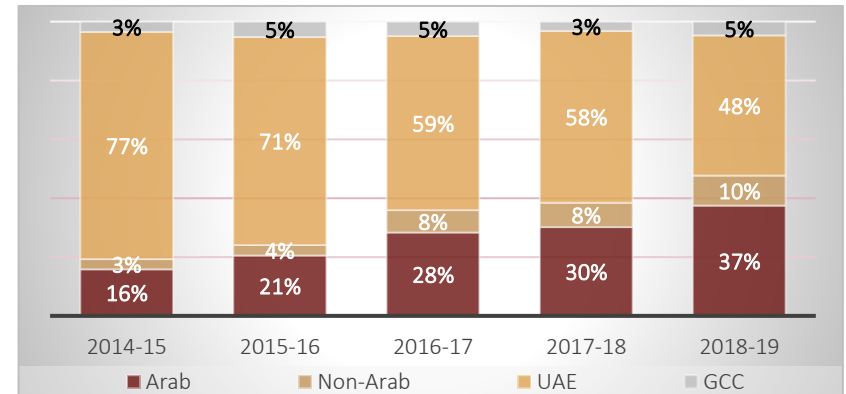
Degrees by College*



Diversity of Graduates: Degrees by Gender



Diversity of Graduates: Degrees by Nationality



NB: Degrees are awarded from September 1st to August 31st of each academic year

*COBA – College of Business Administration; CCIT - College of Computer Information Technology; CFAD – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

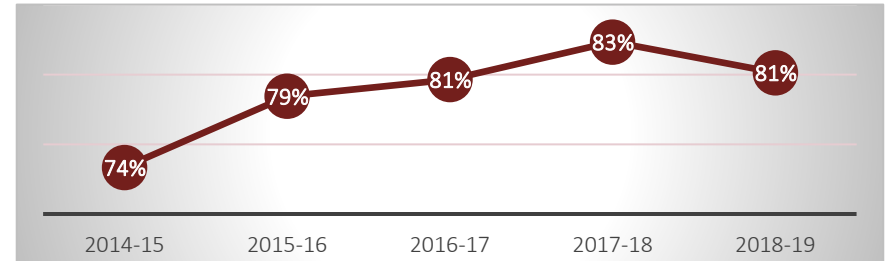
VII. Success Rates

Retention Rates* - Table

| Year | Cohort Fall | Retained to next Fall | Retention % |
|---------|-------------|-----------------------|-------------|
| 2014-15 | 191 | 142 | 74% |
| 2015-16 | 180 | 143 | 79% |
| 2016-17 | 186 | 150 | 81% |
| 2017-18 | 174 | 145 | 83% |
| 2018-19 | 159 | 129 | 81% |

*Fall to Fall Retention Rate – for Undergraduate First-time, Full-time students

Retention Rates* - Graph



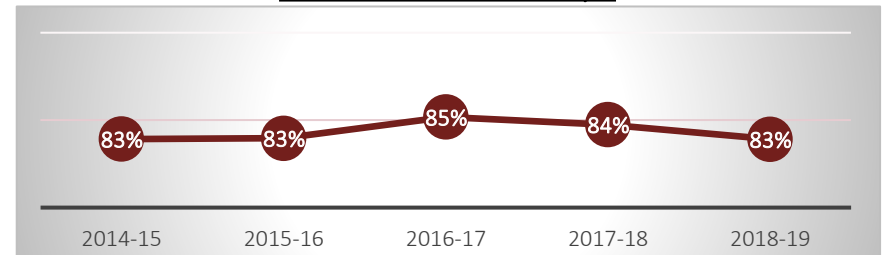
*Fall to Fall Retention Rate – for Undergraduate First-time, Full-time students

Persistence Rates* - Table

| Year | Enrolled in Fall | Continued to Spring | Graduated in Fall | Persistence |
|---------|------------------|---------------------|-------------------|-------------|
| 2014-15 | 2520 | 1911 | 213 | 83% |
| 2015-16 | 2336 | 1768 | 204 | 83% |
| 2016-17 | 2221 | 1736 | 187 | 85% |
| 2017-18 | 2290 | 1770 | 195 | 84% |
| 2018-19 | 2253 | 1724 | 171 | 83% |

*Percent of students enrolling in consecutive fall and spring terms.

Persistence Rates* - Graph



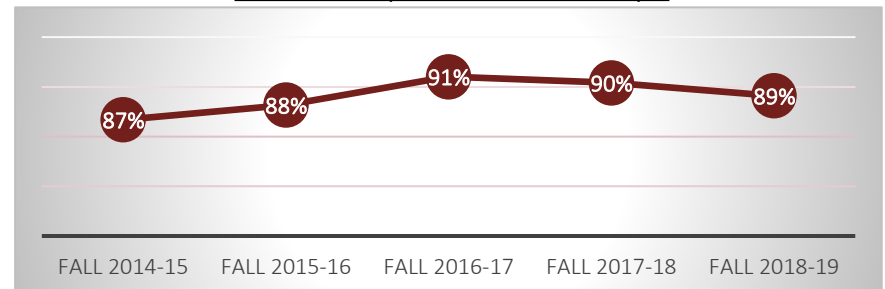
*Percent of students enrolling in consecutive fall and spring terms.

Course Completion Rates* - Table

| Year | Credits Attempted | Credits Completed | Course Completion Rate |
|--------------|-------------------|-------------------|------------------------|
| Fall 2014-15 | 21308 | 18475 | 87% |
| Fall 2015-16 | 20433 | 18018 | 88% |
| Fall 2016-17 | 20831 | 18964 | 91% |
| Fall 2017-18 | 21314 | 19271 | 90% |
| Fall 2018-19 | 20461 | 18233 | 89% |

*Credits earned (a passing grade in a course) out of credits attempted

Course Completion Rates* - Graph



*Credits earned (a passing grade in a course) out of credits attempted

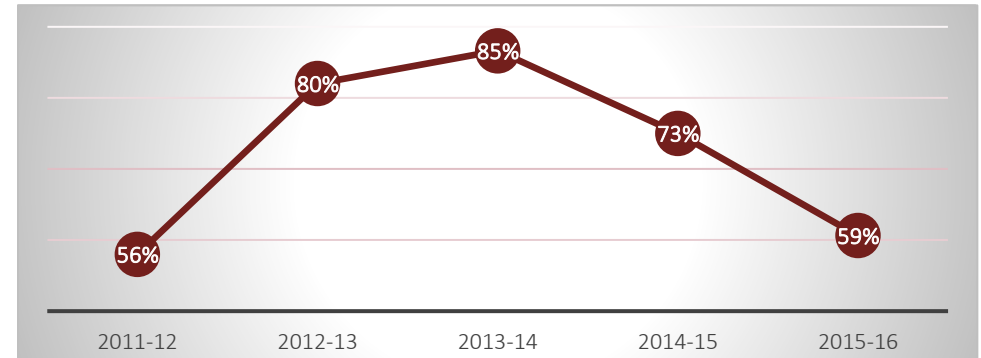
VII. Success Rates

Graduation Rates* - Graduate Level Table

| Cohort Year | Graduated | Cohort Total | Graduation % |
|-------------|-----------|--------------|--------------|
| 2011 - 12 | 14 | 25 | 56% |
| 2012 - 13 | 24 | 30 | 80% |
| 2013 - 14 | 11 | 13 | 85% |
| 2014 - 15 | 46 | 63 | 73% |
| 2015 - 16 | 17 | 29 | 59% |

*Percent of students graduated within 150% of normal time: Graduate - 3 years

Graduation Rates* - Graduate Level Graph



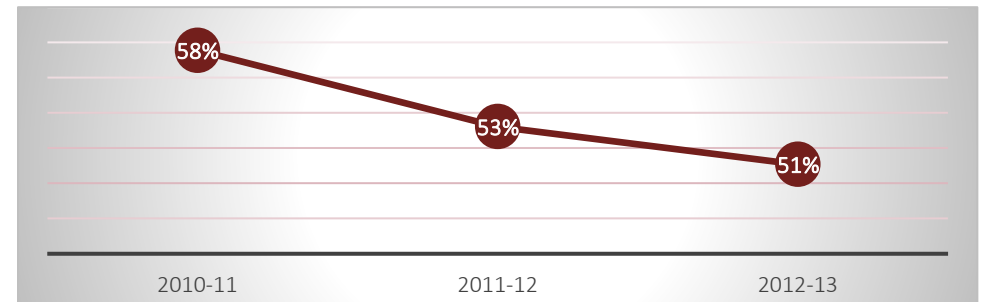
*Percent of students graduated within 150% of normal time: Graduate - 3 years

Graduation Rates* - Undergraduate Level Table

| Cohort Year | Graduated | Cohort Total | Graduation % |
|-------------|-----------|--------------|--------------|
| 2010 - 11 | 61 | 106 | 58% |
| 2011 - 12 | 116 | 218 | 53% |
| 2012 - 13 | 119 | 233 | 51% |

*Percent of students graduated within 150% of normal time: Undergraduate - 6 years

Graduation Rates* - Undergraduate Level Graph



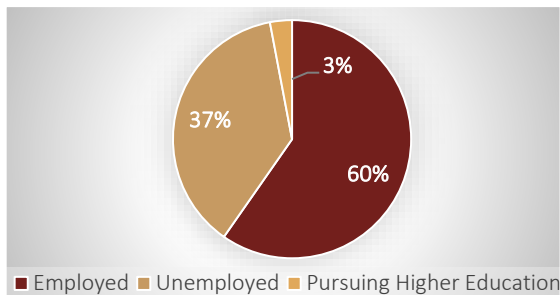
*Percent of students graduated within 150% of normal time: Undergraduate - 6 years

VIII. Alumni and Employability

Undergraduates Employment Data

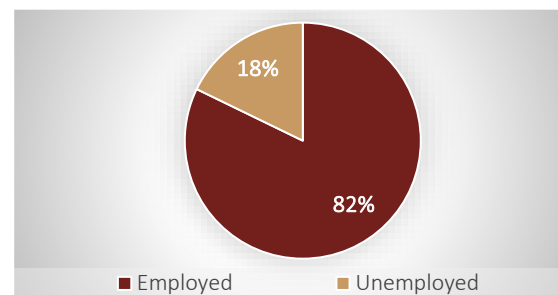
| Bachelor | 2015-16 | 2016-17 | 2017-18 |
|---------------------------|---------|---------|---------|
| Total Graduates | 159 | 375 | 357 |
| Reachable | 134 | 264 | 241 |
| Employed | 80 | 217 | 174 |
| Unemployed | 50 | 47 | 67 |
| Pursuing Higher Education | 4 | 0 | 0 |

Employment Rates* 2015-16



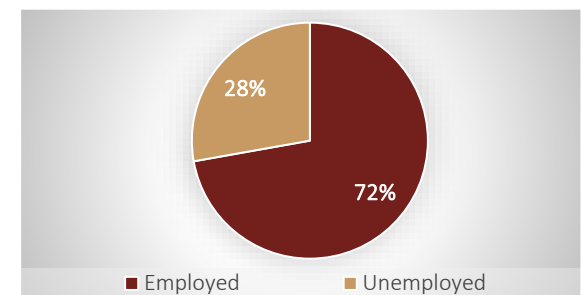
*Percentage of reachable students

Employment Rates* 2016-17



*Percentage of reachable students

Employment Rates* 2017-18



*Percentage of reachable students

| Top Employers 2015-16 | No. |
|------------------------------|-----|
| ADNOC | 5 |
| Abu Dhabi Police | 5 |
| DHA - Dubai Health Authority | 4 |
| Armed Forces GHQ | 4 |
| Dubai Police | 4 |

| Top Employers 2016-17 | No. |
|----------------------------|-----|
| Abu Dhabi Police | 22 |
| Dubai Police | 10 |
| Dubai customs | 8 |
| Armed Forces GHQ | 7 |
| Government Security Agency | 7 |

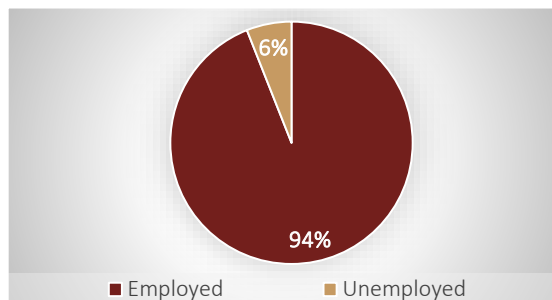
| Top Employers 2017-18 | No. |
|----------------------------------|-----|
| Dubai Police | 11 |
| Abu Dhabi Police | 9 |
| General Directorate of Residency | 7 |
| Armed Forces GHQ | 6 |
| Ministry Of Interior | 5 |

VIII. Alumni and Employability

Graduates Employment Data

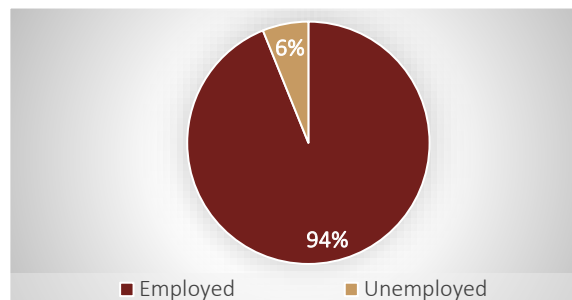
| Master | 2015-16 | 2016-17 | 2017-18 |
|---------------------------|---------|---------|---------|
| Total Graduates | 56 | 91 | 124 |
| Reachable | 50 | 49 | 93 |
| Employed | 47 | 46 | 81 |
| Unemployed | 3 | 3 | 12 |
| Pursuing Higher Education | 0 | 0 | 0 |

Employment Rates* 2015-16



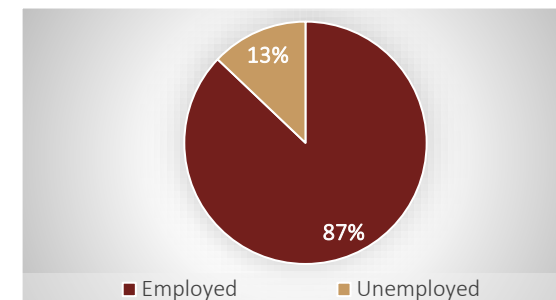
*Percentage of reachable students

Employment Rates* 2016-17



*Percentage of reachable students

Employment Rates* 2017-18



*Percentage of reachable students

| Top Employers 2015-16 | No. |
|------------------------|-----|
| Dubai Police | 7 |
| Government Sector | 3 |
| Abu Dhabi Police | 3 |
| ADNOC | 2 |
| DU - Telecommunication | 2 |

| Top Employers 2016-17 | No. |
|-----------------------------|-----|
| Ministry of Foreign Affairs | 4 |
| Armed Forces GHQ | 3 |
| ADNOC | 3 |
| Abu Dhabi Police | 3 |
| DEWA | 2 |

| Top Employers 2017-18 | No. |
|----------------------------------|-----|
| Dubai Police | 10 |
| Armed Forces GHQ | 8 |
| Ministry Of Interior | 3 |
| General Directorate of Residency | 3 |
| ADNOC | 3 |

IX. Academic Programs

Academic Programs 2018-19

| College | Degree | Programs |
|--|-----------------|--|
| COLLEGE OF BUSINESS ADMINISTRATION (COBA) | Master Degree | Master in Business Administration |
| | | Master of Sports Management |
| | Bachelor Degree | Bachelor of Business Administration in Accounting |
| | | Bachelor of Business Administration in Finance |
| | | Bachelor of Business Administration in Hospital and Healthcare Management |
| | | Bachelor of Business Administration in Logistics and Supply Chain Management |
| | | Bachelor of Business Administration in Insurance and Risk Management |
| | | Bachelor of Business Administration in Human Resource Management |
| | | Bachelor of Business Administration in Business Management |
| | | Bachelor of Business Administration in E-Commerce and Marketing |
| COLLEGE OF COMPUTER INFORMATION TECHNOLOGY (CCIT) | Bachelor Degree | Bachelor of Science in Information Technology Management |
| | | Bachelor of Science in Computer Science – Digital Forensics |
| | Master Degree | Bachelor of Science in Computer Science – Network Security |
| | | Masters in Knowledge Management |
| COLLEGE OF DESIGN (CDES) | Bachelor Degree | Bachelor of Science in Design - Fashion Design |
| | | Bachelor of Science in Design - Interior Design |
| | | Bachelor of Science in Design - Graphic Design |
| | | Bachelor of Science in Design - Digital Animation |

IX. Academic Programs

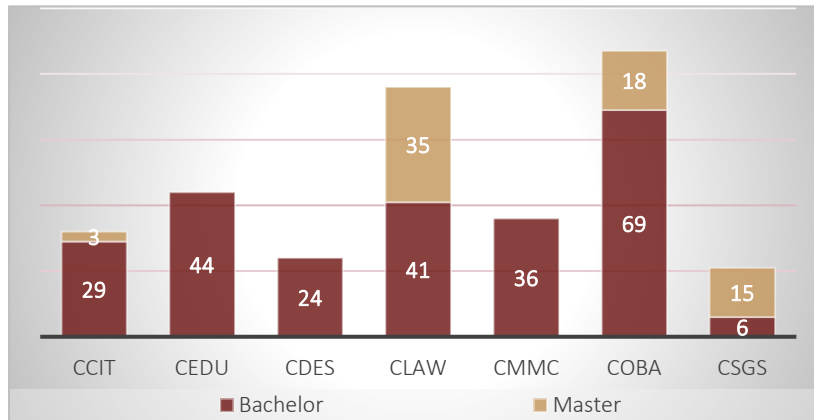
Academic Programs 2018-19

| College | Degree | Programs |
|--|-----------------|--|
| COLLEGE OF LAW (CLAW) | Master Degree | Master in Arbitration |
| | | Master in Intellectual Property |
| | | Masters in Criminal Science |
| | | Professional Master in Sports Law |
| COLLEGE OF MEDIA AND MASS COMMUNICATION (CMMC) | Bachelor Degree | Bachelor of Law |
| | | Bachelor of Arts in Media and Mass Communication – International Relations |
| | Bachelor Degree | Bachelor of Arts in Media and Mass Communication – Public Relations |
| | | Bachelor of Arts in Media and Mass Communication – Radio & TV |
| | | Bachelor of Arts in Media and Mass Communication – Integrated Marketing Communications |
| | | Bachelor of Public Relation |
| | | Bachelor of Arts in Security and Strategic Studies - Crisis Management Communication |
| | | Bachelor of Arts in Security and Strategic Studies - Disaster Management |
| | | Bachelor of Arts in Security and Strategic Studies - Emergency Management |
| | | Bachelor of Arts in Security and Strategic Studies - Risk Management |
| COLLEGE OF SECURITY AND GLOBAL STUDIES (CSGS) | Master Degree | Master in Security Studies and Information Analysis |
| | | Master of Arts in Security and Strategic Study |
| | | Master of Arts in Diplomacy |
| COLLEGE OF EDUCATION (CEDU) | Bachelor Degree | Bachelor in Educational Technology |
| | | Bachelor in Educational and Administration and Supervision |
| | | Bachelor in Education Psychology and Counseling |
| | | |

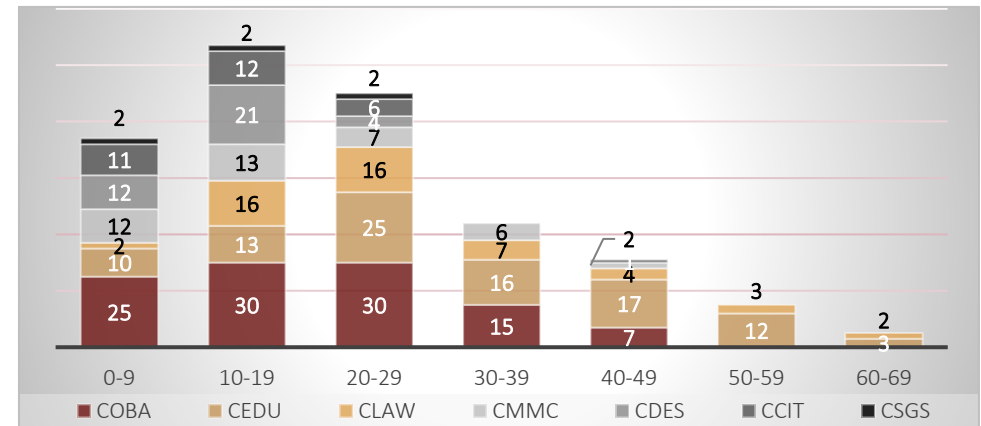
X. Courses, Course Enrollment & Class Size

Course Offerings, Course Enrollment and Class Size: Fall 2018-19

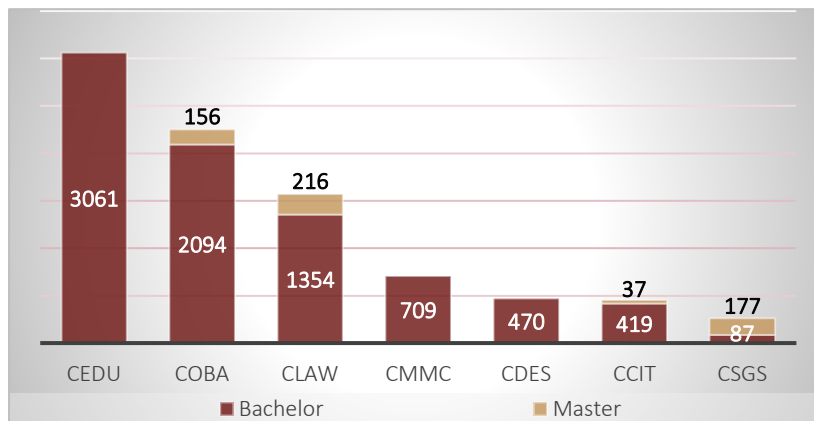
Course Offerings by College* and Course Level



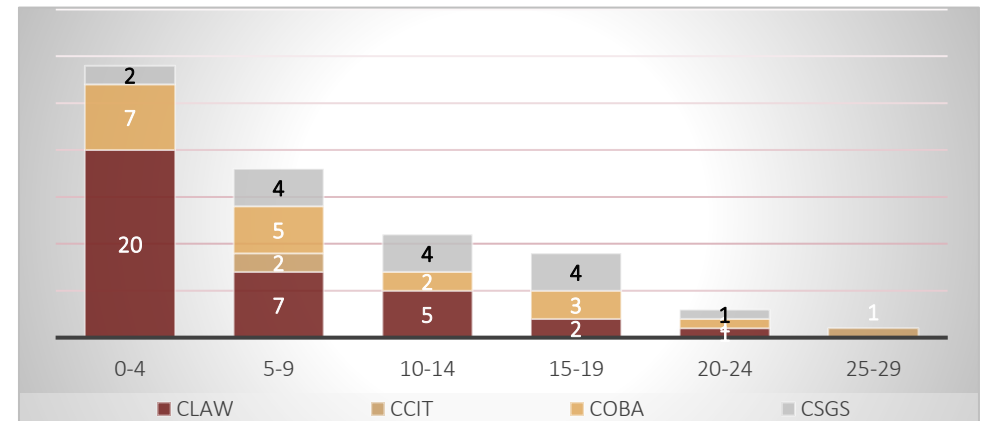
Undergraduate Class Size by College*



Course Enrollment by College* and Course Level



Graduate Class Size by College*

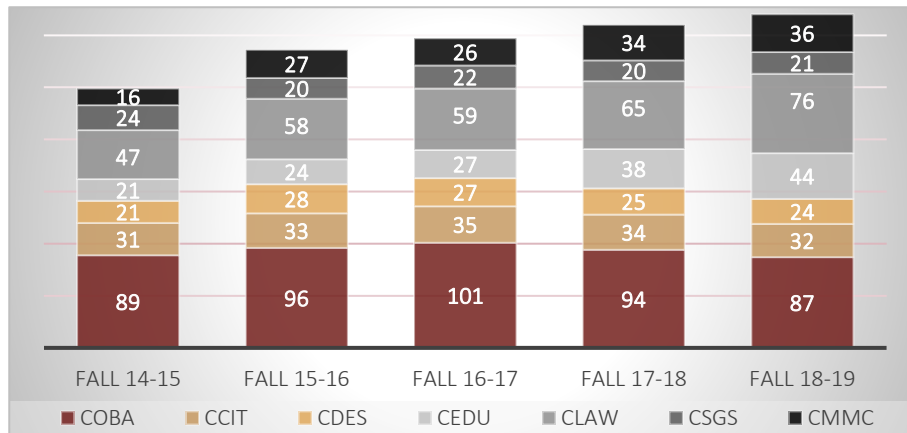


*Count of unique courses (bridging and core courses); count excludes Capstone, Thesis, and Internship courses and laboratory sessions; COBA – College of Business Administration; CCIT - College of Computer Information Technology; CFAD – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

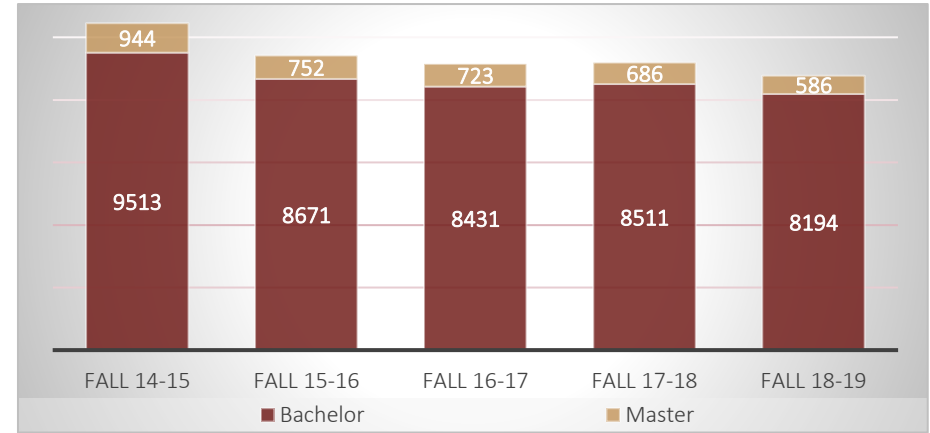
X. Courses, Course Enrollment & Class Size

Course Offering and Enrollment History – 5 Years

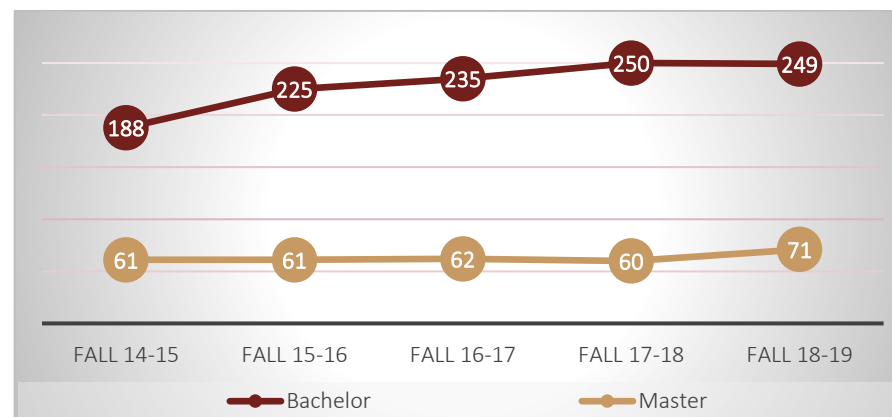
Course Offerings by College*



Course Enrollment by Study Level



Course Offerings by Study Level



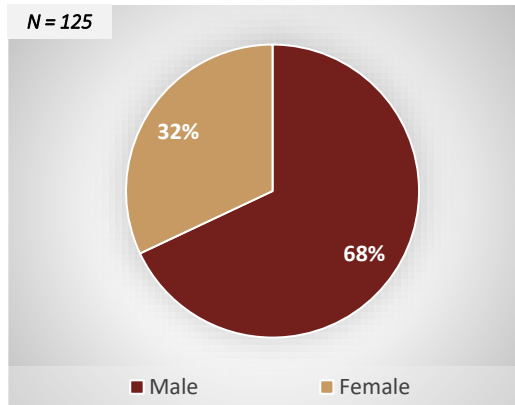
*Count of unique courses (bridging and core courses); count excludes Capstone, Thesis, and Internship courses and laboratory sessions; COBA – College of Business Administration; CCIT - College of Computer Information Technology; CFAD – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

XI. Faculty

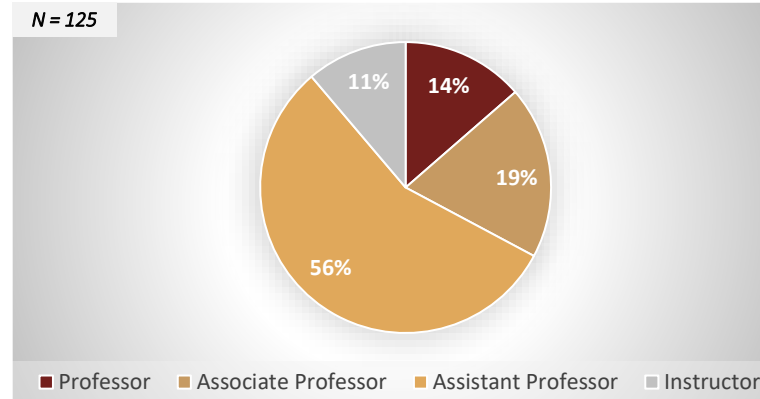
Faculty Composition: Fall 2018-19

Headcounts as of December 31, 2018

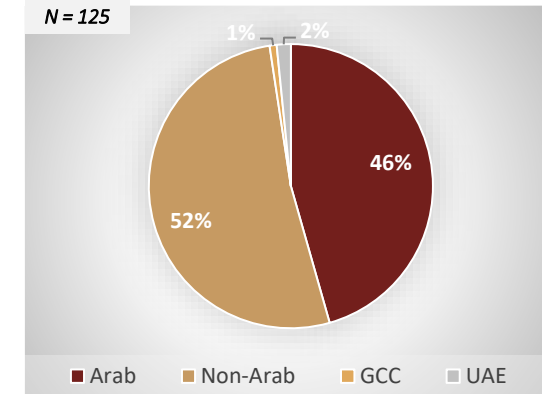
Faculty by Gender



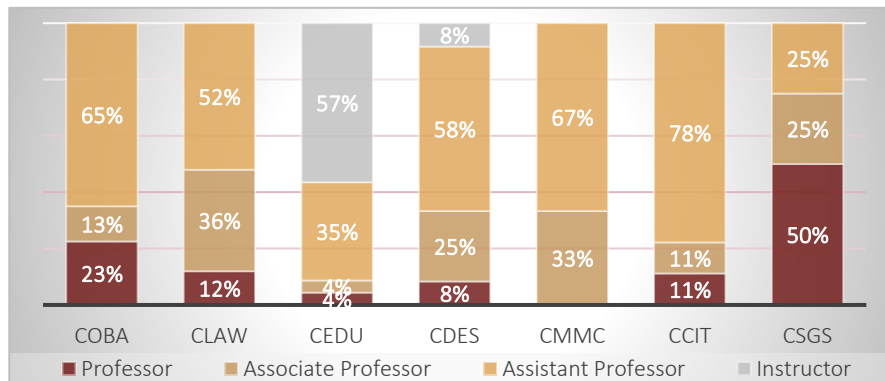
Faculty by Rank



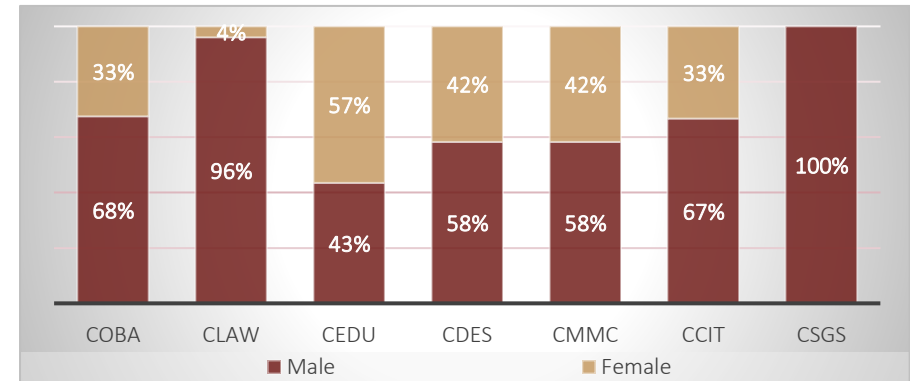
Faculty by Nationality



Faculty by Rank and College*



Faculty by Gender and College*



NB: Faculty counts include visiting faculty members. The counts above exclude faculty members who teach non-degree students only, as well as teaching/lab assistants.

COBA – College of Business Administration; CCIT - College of Computer Information Technology; CFAD – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

XI. Faculty

Faculty Composition: Fall 2018-19

Headcounts as of December 31, 2018

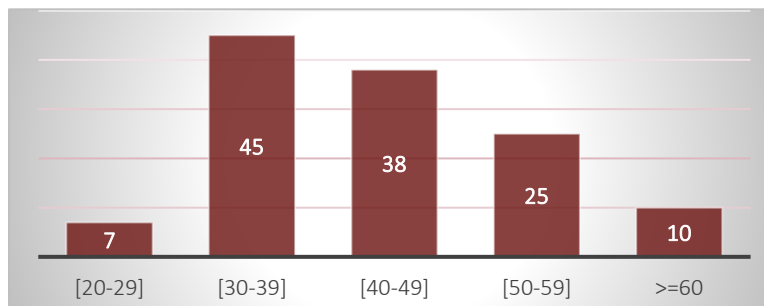
Faculty Headcount by College* and Employment Mode

| College | Full Time | Part Time | Total |
|--------------|------------|-----------|------------|
| COBA | 31 | 9 | 40 |
| CLAW | 22 | 3 | 25 |
| CEDU | 21 | 2 | 23 |
| CDES | 12 | | 12 |
| CMMC | 9 | 3 | 12 |
| CCIT | 9 | | 9 |
| CSGS | 4 | | 4 |
| Total | 108 | 17 | 125 |

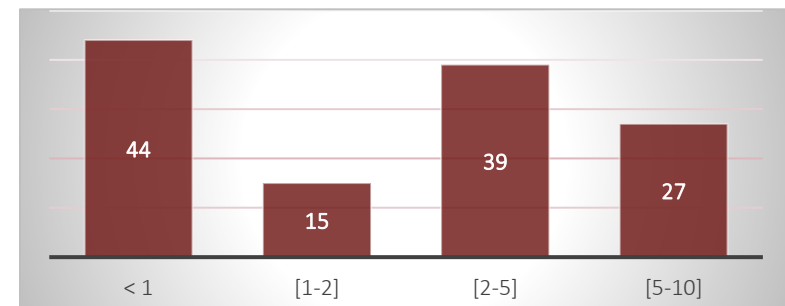
Faculty by Qualification and Rank

| Qualification & Rank | Total |
|------------------------|------------|
| Doctorate | 102 |
| Professor | 17 |
| Associate Professor | 24 |
| Assistant Professor | 60 |
| Instructor | 1 |
| Master Degree | 22 |
| Assistant Professor | 10 |
| Instructor | 12 |
| Bachelor Degree | 1 |
| Instructor | 1 |
| Total | 125 |

Faculty by Age Group (in years)



Faculty Tenure (in years)



NB: Faculty counts include visiting faculty members. The counts above exclude faculty members who teach non-degree students only, as well as teaching / lab assistants.

COBA – College of Business Administration; CCIT - College of Computer Information Technology; CDES – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

XI. Faculty

Historical Trend in Faculty Composition – 5 Years

Faculty by College*

| College | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|--------------|------------|------------|------------|------------|------------|
| COBA | 36 | 33 | 35 | 42 | 40 |
| CLAW | 19 | 30 | 23 | 26 | 25 |
| CEDU | 21 | 14 | 15 | 20 | 23 |
| CMMC | 15 | 19 | 16 | 14 | 12 |
| CCIT | 5 | 11 | 14 | 14 | 9 |
| CDES | 5 | 9 | 12 | 15 | 12 |
| CSGS | | | | 8 | 4 |
| Total | 101 | 116 | 115 | 139 | 125 |

Faculty by Academic Rank

| Academic Rank | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|---------------------|------------|------------|------------|------------|------------|
| Professor | 21 | 23 | 15 | 17 | 17 |
| Associate Professor | 28 | 32 | 28 | 25 | 24 |
| Assistant Professor | 37 | 35 | 43 | 58 | 70 |
| Instructor | 15 | 26 | 29 | 39 | 14 |
| Total | 101 | 116 | 115 | 139 | 125 |

Faculty by Gender & Nationality

| Gender & Nationality | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|----------------------|------------|------------|------------|------------|------------|
| Arab | 47 | 59 | 54 | 64 | 57 |
| Male | 40 | 51 | 46 | 51 | 42 |
| Female | 7 | 8 | 8 | 13 | 15 |
| GCC | | | 1 | 1 | 1 |
| Female | | | 1 | 1 | 1 |
| Non-Arab | 53 | 56 | 59 | 73 | 65 |
| Male | 40 | 39 | 36 | 47 | 41 |
| Female | 13 | 17 | 23 | 26 | 24 |
| UAE | 1 | 1 | 1 | 1 | 2 |
| Male | 1 | 1 | 1 | 1 | 2 |
| Total | 101 | 116 | 115 | 139 | 125 |

Faculty by Qualification & Rank

| Qualification & Rank | Fall 14-15 | Fall 15-16 | Fall 16-17 | Fall 17-18 | Fall 18-19 |
|----------------------|------------|------------|------------|------------|------------|
| Doctorate | 85 | 90 | 83 | 96 | 102 |
| Instructor | 2 | 3 | 4 | 1 | 1 |
| Assistant Professor | 34 | 32 | 36 | 53 | 60 |
| Associate Professor | 28 | 32 | 28 | 25 | 24 |
| Professor | 21 | 23 | 15 | 17 | 17 |
| Master Degree | 15 | 24 | 31 | 42 | 22 |
| Instructor | 12 | 21 | 24 | 37 | 12 |
| Assistant Professor | 3 | 3 | 7 | 5 | 10 |
| Bachelor Degree | 1 | 2 | 1 | 1 | 1 |
| Instructor | 1 | 2 | 1 | 1 | 1 |
| Total | 101 | 116 | 115 | 139 | 125 |

NB: Faculty counts include visiting faculty members. The counts above exclude faculty members who teach non-degree students only, as well as teaching/ lab assistants.

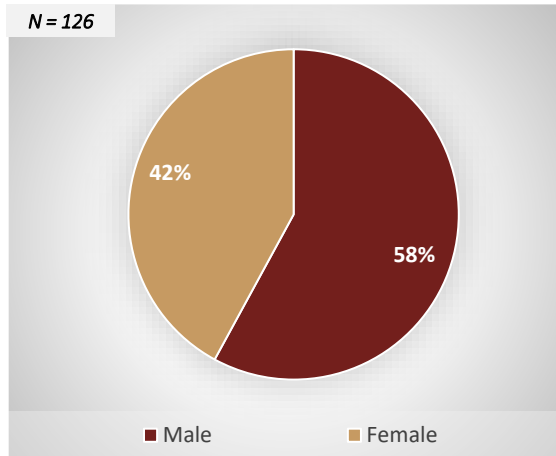
COBA – College of Business Administration; CCIT - College of Computer Information Technology; CFAD – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

XII. Staff

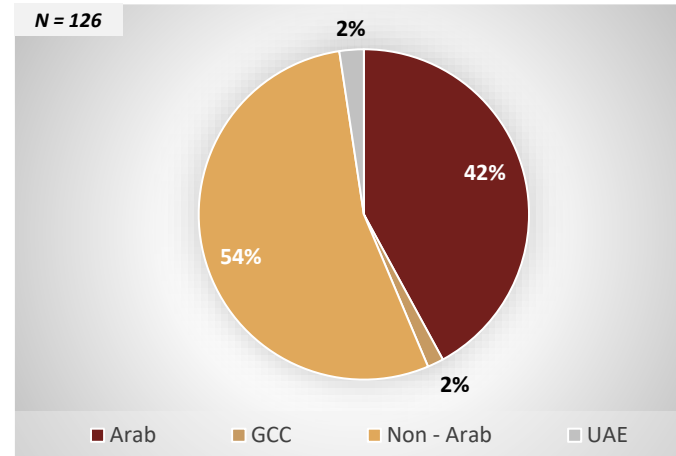
Staff Composition: 2017-18

Headcounts as of August 31, 2018

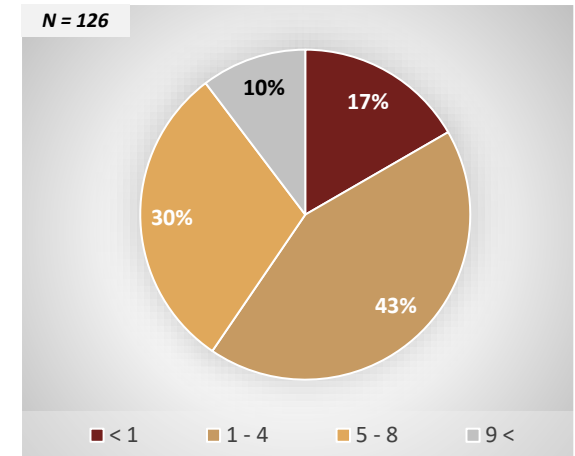
Staff by Gender



Staff by Nationality



Tenure of Staff Members (in years)



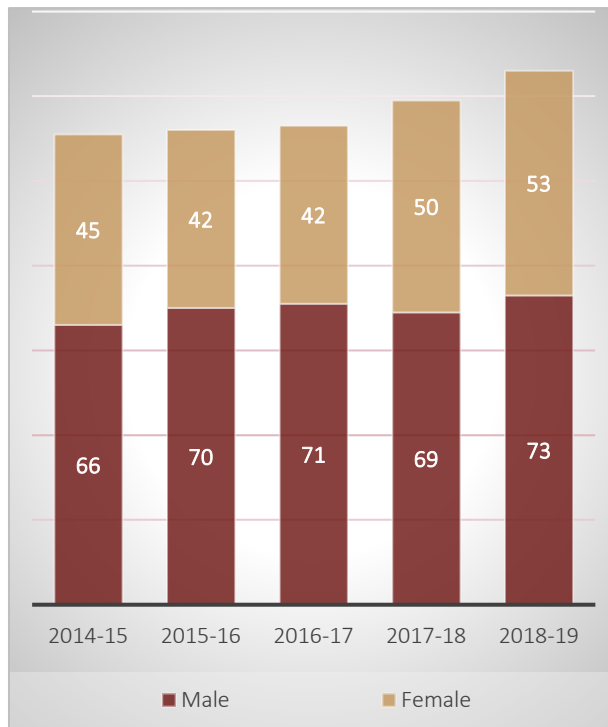
Staff by Job Function and Qualification

| Job Function and Qualification | High School | Diploma | Bachelor Degree | Master Degree | Doctorate | Other | Total |
|---------------------------------|-------------|----------|-----------------|---------------|-----------|----------|------------|
| Academic Support Services | 0 | 0 | 8 | 5 | 1 | 2 | 16 |
| Administrative Support Services | 13 | 3 | 53 | 19 | 0 | 1 | 89 |
| Executive Offices | 0 | 0 | 1 | 0 | 5 | 0 | 6 |
| Student Services | 3 | 0 | 6 | 4 | 2 | 0 | 15 |
| Total | 16 | 3 | 68 | 28 | 8 | 3 | 126 |

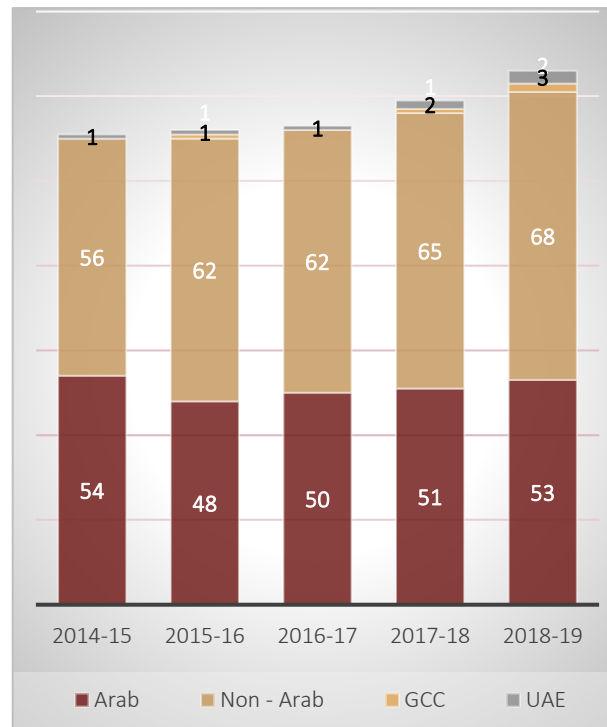
XII. Staff

Historical Trend in Staff Composition – 5 Years

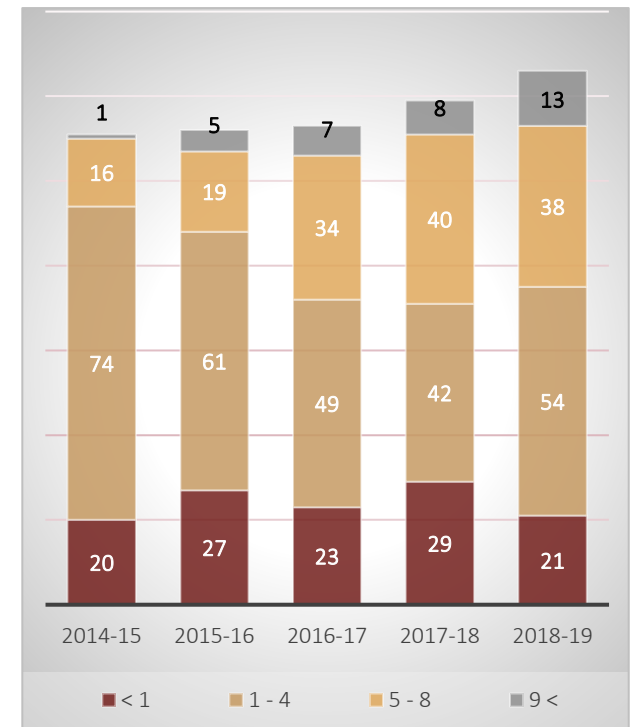
Staff by Gender



Staff by Nationality



Tenure of Staff Members (in years)



XI. Staff

Historical Trend in Staff Composition – 5 Years

Staff by Job Function and Qualification

| Year | Job Function & Qualification | High School | Diploma | Bachelor Degree | Master Degree | Doctorate | Other | Total |
|---------|---------------------------------|-------------|---------|-----------------|---------------|-----------|-------|-------|
| 2014-15 | Academic Support Services | | | 7 | 2 | | | 9 |
| | Administrative Support Services | 16 | 4 | 44 | 23 | | | 87 |
| | Executive Offices | | | 1 | | 4 | | 5 |
| | Student Services | 2 | | 5 | 2 | 1 | | 10 |
| 2015-16 | Academic Support Services | | | 5 | 3 | | | 8 |
| | Administrative Support Services | 16 | 3 | 41 | 22 | | 3 | 85 |
| | Executive Offices | | | 1 | | 5 | | 6 |
| | Student Services | 3 | | 7 | 2 | 1 | | 13 |
| 2016-17 | Academic Support Services | | | 8 | 1 | | | 9 |
| | Administrative Support Services | 13 | 4 | 44 | 24 | | 1 | 86 |
| | Executive Offices | | | 1 | | 4 | | 5 |
| | Student Services | 2 | | 7 | 3 | 1 | | 13 |
| 2017-18 | Academic Support Services | | | 7 | 3 | 3 | | 13 |
| | Administrative Support Services | 12 | 3 | 51 | 22 | | 1 | 89 |
| | Executive Offices | | | 1 | | 3 | | 4 |
| | Student Services | 2 | | 8 | 2 | 1 | | 13 |
| 2018-19 | Academic Support Services | | | 8 | 5 | 1 | 2 | 16 |
| | Administrative Support Services | 13 | 3 | 53 | 19 | | 1 | 89 |
| | Executive Offices | | | 1 | | 5 | | 6 |
| | Student Services | 3 | | 6 | 4 | 2 | | 15 |

XIII. Tuition

Total Tuition Cost by Program* (1/3)

Current Tuition Costs and Tuition Costs for Previous Years of Entry

| Level | College / Program | Tuition costs in AED (Prior to Spring 15-16) | Tuition costs in AED (During and After Spring 15-16)* |
|----------|--|---|--|
| | College of Computer Information and Technology | | |
| Bachelor | Bachelor of Computer Science - Network Security | 172,295.45 | 180,500.00 |
| | Bachelor of Science in Computer Science – Digital Forensics | 172,295.45 | 180,500.00 |
| | Bachelor of Science in Information Technology Management | 160,363.64 | 168,000.00 |
| | College of Design | | |
| Bachelor | Bachelor of Science in Design - Digital Animation | 169,909.09 | 178,000.00 |
| | Bachelor of Science in Design - Fashion Design | 169,909.09 | 178,000.00 |
| | Bachelor of Science in Design - Graphic Design | 169,909.09 | 178,000.00 |
| | Bachelor of Science in Design - Interior Design | 169,909.09 | 178,000.00 |
| | College of Education | | |
| Bachelor | Bachelor of Education - Educational Administration and Supervision | 178,977.27 | 187,500.00 |
| | Bachelor of Education - Educational Psychology and Counseling | 177,159.09 | 185,595.24 |
| | Bachelor of Education - Educational Technology | 177,159.09 | 185,595.24 |
| | College of Law | | |
| Master | Master in Arbitration | 126,000.00 | 126,000.00 |
| | Master in Criminal Sciences | 126,000.00 | 126,000.00 |
| | Master in Intellectual Property | 126,000.00 | 126,000.00 |
| | Professional Master in Sports Law | 120,338.10 | 120,338.10 |
| Bachelor | Bachelor of Law | 162,285.71 | 178,514.28 |

* Estimated based on possible study plan. Tuition costs were augmented for undergraduate students in Spring 15-16

* Tuition costs reported exclude VAT. Tuition costs for graduate courses exclude costs of graduate bridging courses

XIII. Tuition

Total Tuition Cost by Program* (2/3)

Current Tuition Costs and Tuition Costs for Previous Years of Entry

| Level | College / Program | Tuition costs in AED (Prior to Spring 15-16) | Tuition costs in AED (During and After Spring 15-16)* |
|----------|---|---|--|
| | College of Media and Mass Communication | | |
| Bachelor | Bachelor of Arts in Media and Mass Communication - Integrated Marketing Communication | 155,113.64 | 162,500.00 |
| | Bachelor of Arts in Media and Mass Communication - International Relations | 155,113.64 | 162,500.00 |
| | Bachelor of Arts in Media and Mass Communication - Public Relations | 155,113.64 | 162,500.00 |
| | Bachelor of Arts in Media and Mass Communication - Radio and TV | 155,113.64 | 162,500.00 |
| | Bachelor of Public Relations | 168,159.09 | 176,166.67 |
| | College of Business Administration | | |
| Master | Master of Business Administration | 99,000.00 | 99,000.00 |
| | Master of Sports Management | 110,062.86 | 110,062.86 |
| Bachelor | Bachelor of Business Administration – Accounting | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - Business Management | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - E-Commerce and Marketing | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration – Finance | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - Hospital and Healthcare Management | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - Human Resource Management | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - Insurance and Risk Management | 155,113.64 | 162,500.00 |
| | Bachelor of Business Administration - Logistics and Supply Chain Management | 155,113.64 | 162,500.00 |

* Estimated based on possible study plan. Tuition costs were augmented for undergraduate students in Spring 15-16

* Tuition costs reported exclude VAT. Tuition costs for graduate courses exclude costs of graduate bridging courses

XIII. Tuition

Total Tuition Cost by Program* (3/3)

Current Tuition Costs and Tuition Costs for Previous Years of Entry

| Level | Program | Tuition costs in AED (Prior to Spring 15-16) | Tuition costs in AED (During and After Spring 15-16)* |
|-----------------|---|---|--|
| | College of Security and Global Studies | | |
| Master | Master in Security Studies and Information Analysis | 120,057.14 | 120,057.14 |
| | Master of Arts in Security and Strategic Studies | 100,047.62 | 100,047.62 |
| | Master of Diplomacy | 120,057.14 | 120,057.14 |
| Bachelor | Bachelor of Arts in Security and Strategic Studies - Crisis Management Communication | 172,009.09 | 180,200.00 |
| | Bachelor of Arts in Security and Strategic Studies - Disaster Management | 172,009.09 | 180,200.00 |
| | Bachelor of Arts in Security and Strategic Studies - Emergency Management | 172,009.09 | 180,200.00 |
| | Bachelor of Arts in Security and Strategic Studies - Risk Management | 172,009.09 | 180,200.00 |

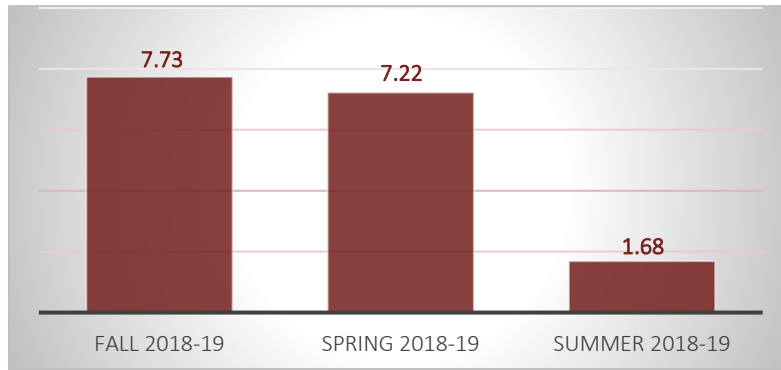
* Estimated based on possible study plan. Tuition costs were augmented for undergraduate students in Spring 15-16

* Tuition costs reported exclude VAT. Tuition costs for graduate courses exclude costs of graduate bridging courses

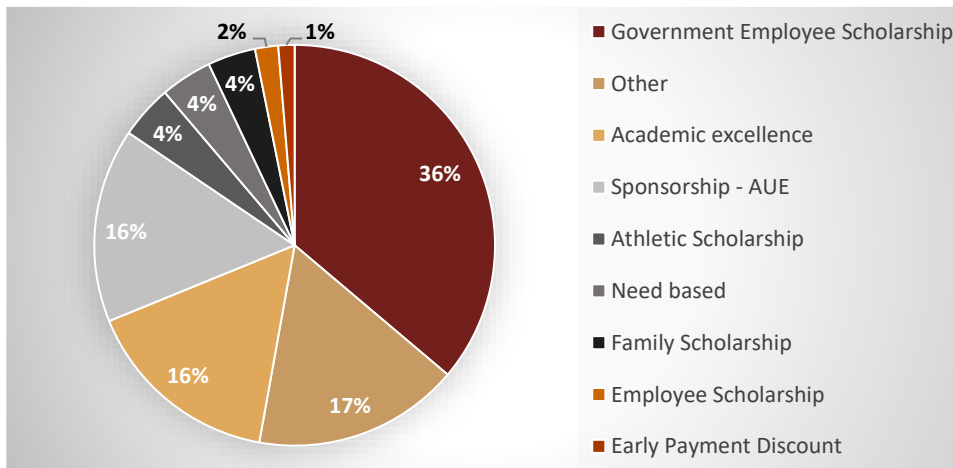
XIV. Aid and Scholarships

Financial Aid and Scholarships: AY 2018-19

Aid / Scholarship Amount (in Million AED)*

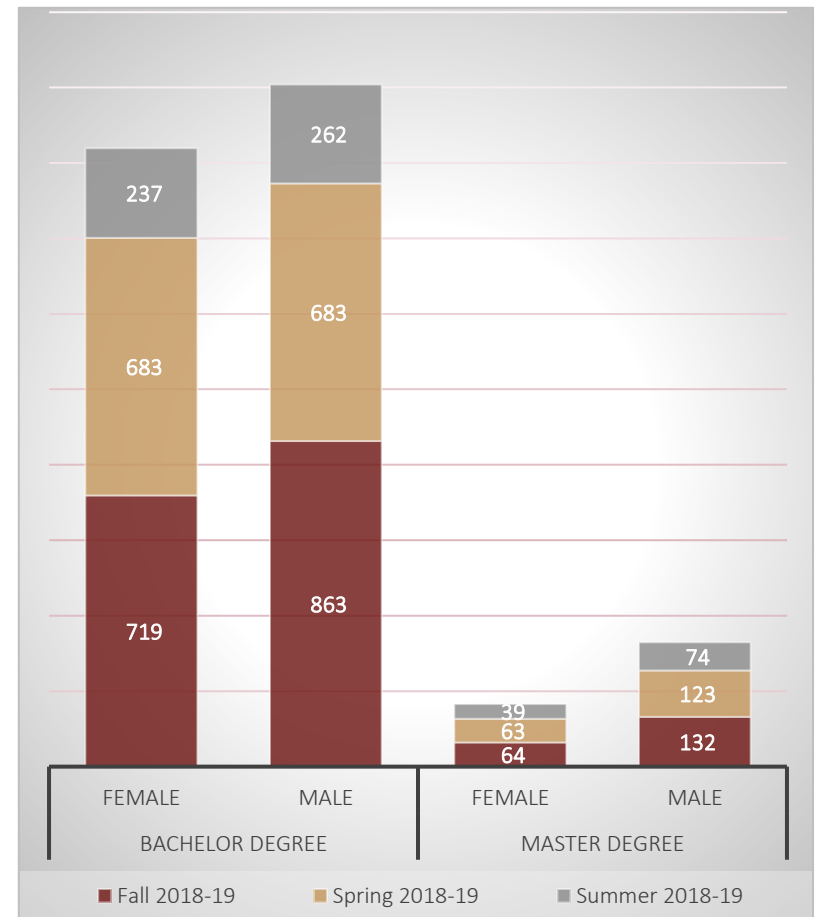


Aid / Scholarships by Type*



*Includes only degree-seeking students, graduate and undergraduate

Students with Aid / Scholarships by Degree-level & Gender

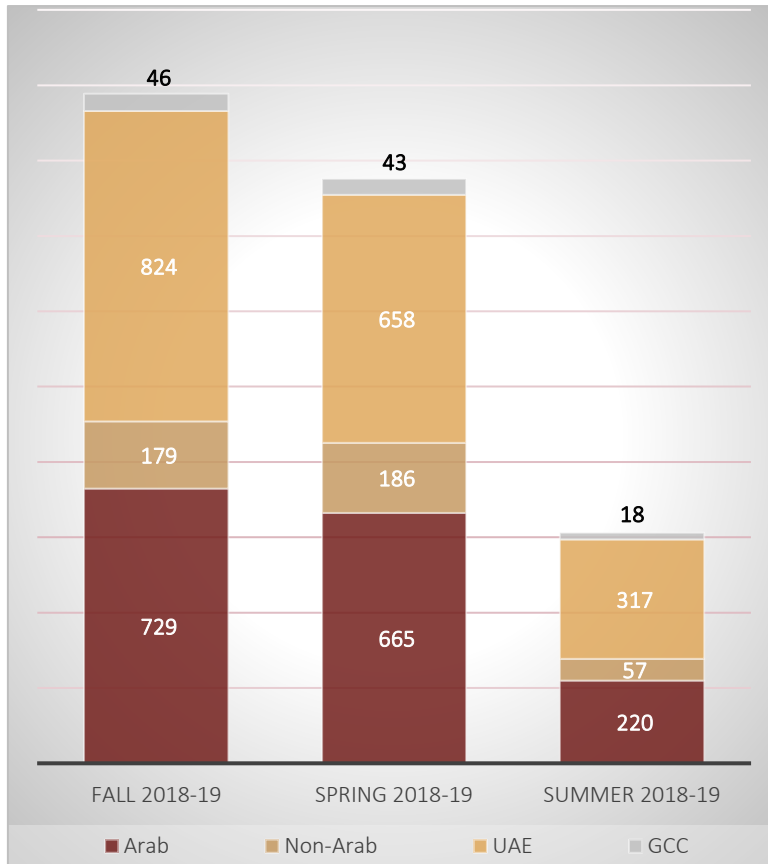


*Count of financial aid awards and scholarships. Count is unique per student and includes only degree-seeking students, graduate and undergraduate

XIV. Aid and Scholarships

Financial Aid and Scholarships: AY 2018-19

Students with Aid / Scholarships by Nationality*



*Count of financial aid awards and scholarships. Count is unique per student and includes only degree-seeking students, graduate and undergraduate

Average Aid Amount per Student*

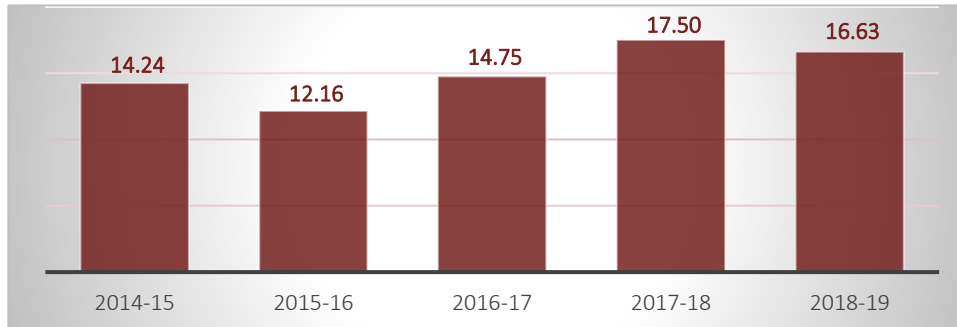
| Semester / Degree | Students with Aid | Total Aid | Average Aid per Student |
|-----------------------|-------------------|------------------|-------------------------|
| Fall 2018-19 | 1,778 | 7,728,935 | |
| Bachelor Degree | 1,582 | 5,732,328 | 3,623 |
| Master Degree | 196 | 1,996,607 | 10,187 |
| Spring 2018-19 | 1,552 | 7,219,978 | |
| Bachelor Degree | 1,366 | 5,466,112 | 4,002 |
| Master Degree | 186 | 1,753,866 | 9,429 |
| Summer 2018-19 | 612 | 1,681,814 | |
| Bachelor Degree | 499 | 1,070,609 | 2,146 |
| Master Degree | 113 | 611,205 | 5,409 |

*Average financial aid/ scholarship amount per student who received financial aid/ scholarships

XIV. Aid and Scholarships

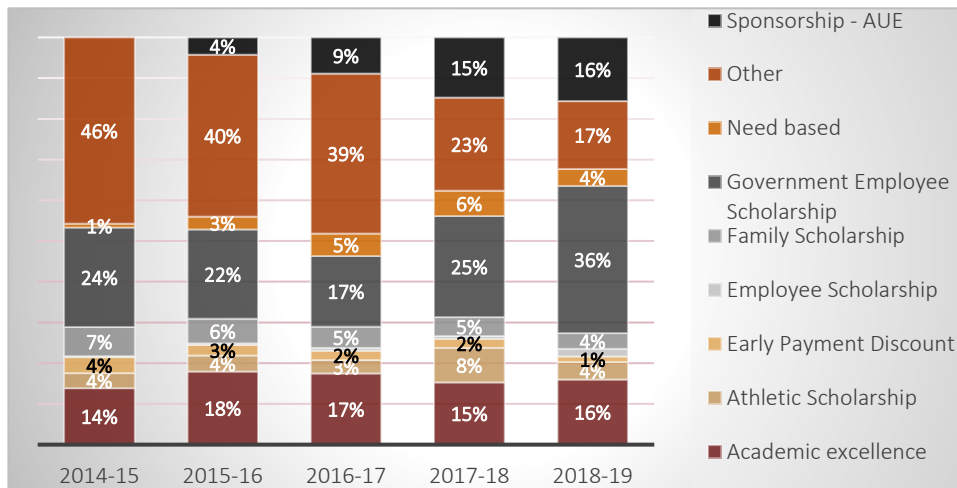
Financial Aid and AUE Scholarships History – 5 Years

Scholarships Amount (in Million AED)*



*Count of financial aid awards and scholarships. A student can receive multiple awards and scholarships. Count includes degree-seeking students, graduate and undergraduate only

Scholarships by Type*



*Total amount includes only degree-seeking students, graduate and undergraduate

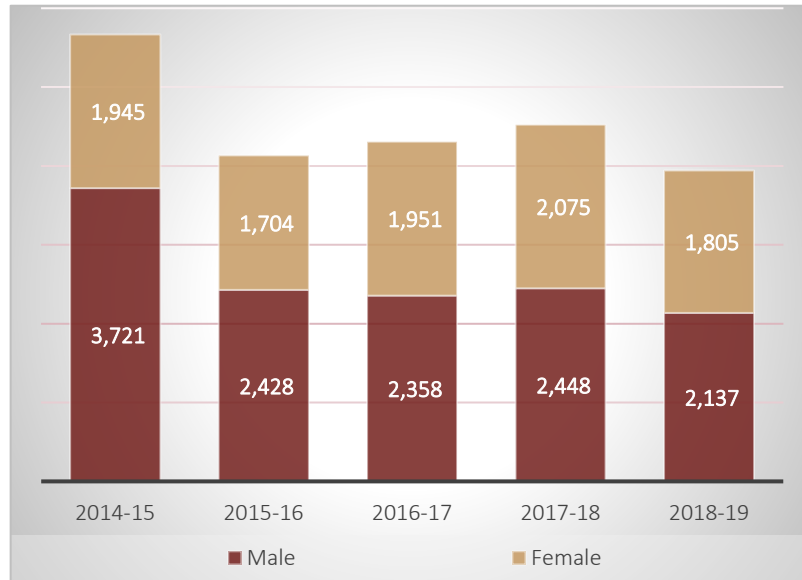
Average Aid Amount per Student*

| Year / Degree | Students with Aid | Total Aid | Average Aid per Student |
|-----------------|-------------------|-------------------|-------------------------|
| 2014-15 | 5,666 | 14,244,959 | |
| Bachelor Degree | 4,033 | 8,539,148 | 2,117 |
| Master Degree | 1,633 | 5,705,811 | 3,494 |
| 2015-16 | 4,132 | 12,159,640 | |
| Bachelor Degree | 3,348 | 8,314,098 | 2,483 |
| Master Degree | 784 | 3,845,543 | 4,905 |
| 2016-17 | 4,309 | 14,753,832 | |
| Bachelor Degree | 3,389 | 9,891,118 | 2,919 |
| Master Degree | 920 | 4,862,714 | 5,286 |
| 2017-18 | 4,523 | 17,504,420 | |
| Bachelor Degree | 3,658 | 12,304,545 | 3,364 |
| Master Degree | 865 | 5,199,875 | 6,011 |
| 2018-19 | 3,942 | 16,630,727 | |
| Bachelor Degree | 3,447 | 12,269,049 | 3,559 |
| Master Degree | 495 | 4,361,679 | 8,811 |

XIV. Aid and Scholarships

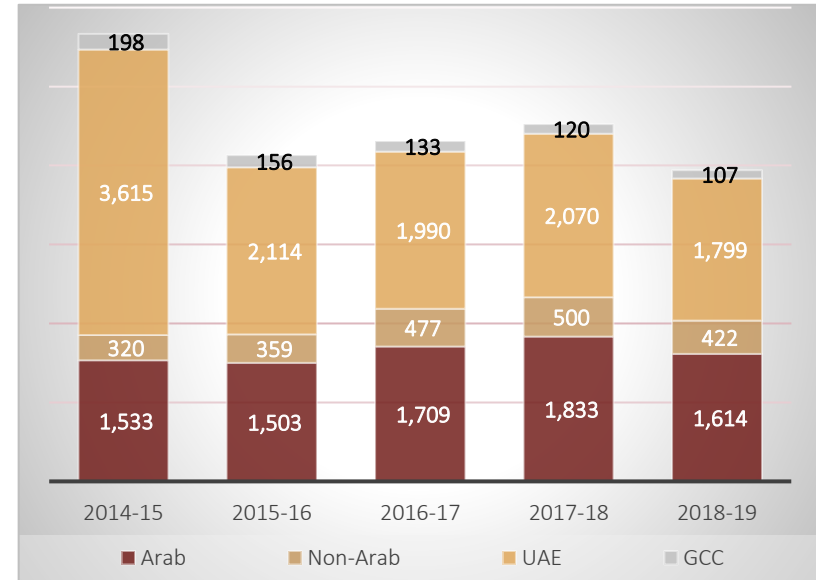
Financial Aid and AUE Scholarships History – 5 Years

Students with Aid / Scholarships by Gender*



*Count of financial aid awards and scholarships. Unique count per student enrolled. Count includes only degree-seeking students, graduate and undergraduate

Students with Aid / Scholarships by Nationality*

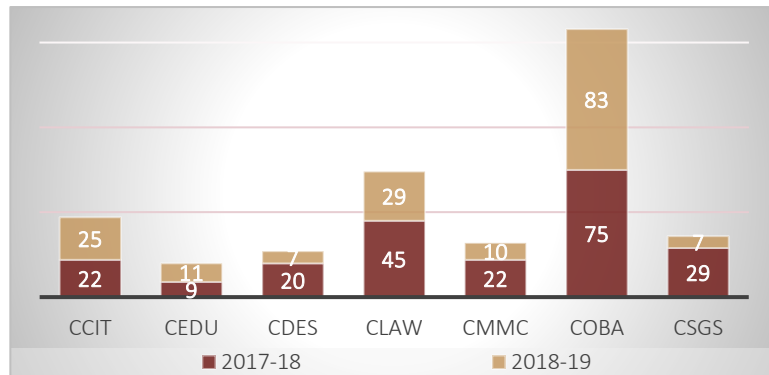


*Count of financial aid awards and scholarships. Unique count per student enrolled. Count includes only degree-seeking students, graduate and undergraduate

XV. Faculty Research

Faculty Publications & Library Statistics

Faculty Publications by College – 2 Years



Note: Faculty publications include journal articles, book/ book chapters, conference proceedings and creative work

Library Resources 2018-19

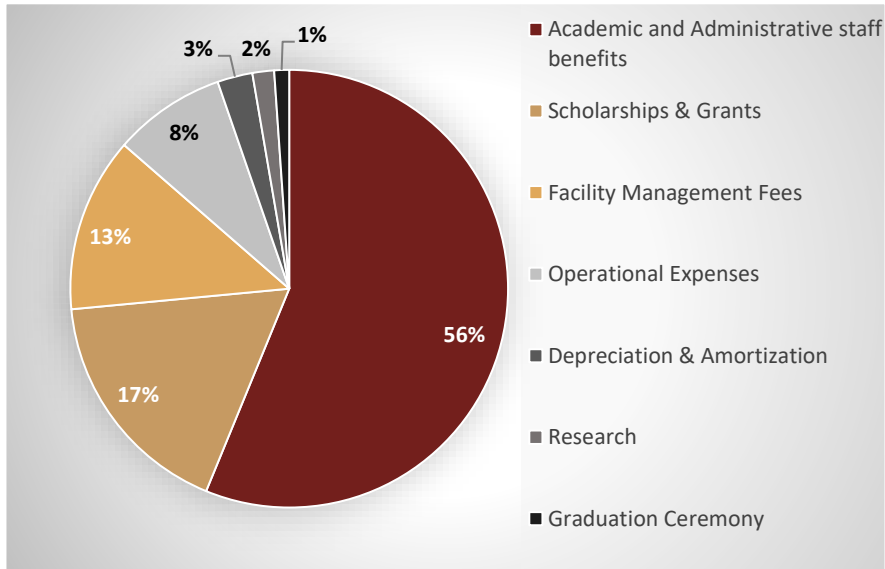
| Resources | 2018-19 |
|---------------------|--|
| 1. Printed Books | 16,871 |
| 2. e-books | 150,000 |
| 3. e-journals | 20,000 |
| 4. Newspapers | 5 |
| 5. Print Journals | 2 (Print+ Online) |
| | <ul style="list-style-type: none"> Intelligence and National Security International Journal of Intelligence and Counter Intelligence |
| 6. Online Databases | Al Manhal, Dawsonera, eBrary, Emerald, JSTOR, ProQuest, Oxford Art Online, ACM-Digital Library |

Faculty Publications Types by College – 2 Years

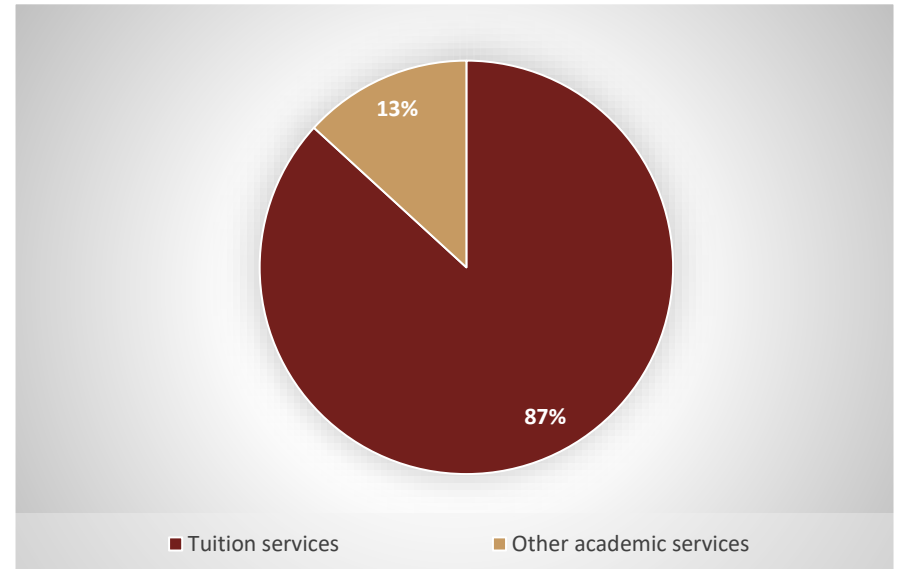
| College / Types of Publication | 2017-18 | | | | 2018-19 | | | |
|--------------------------------|------------------|------------------------|-------------------------|---------------|------------------|------------------------|-------------------------|---------------|
| | Journal Articles | Conference Proceedings | Books / Chapter of book | Creative Work | Journal Articles | Conference Proceedings | Books / Chapter of book | Creative Work |
| CCIT | 15 | 6 | 1 | 0 | 16 | 8 | 0 | 1 |
| CEDU | 4 | 3 | 2 | 0 | 6 | 3 | 0 | 2 |
| CDES | 1 | 2 | 0 | 17 | 0 | 2 | 0 | 5 |
| CLAW | 28 | 14 | 3 | 0 | 19 | 6 | 2 | 2 |
| CMMC | 12 | 0 | 8 | 2 | 4 | 1 | 5 | 0 |
| COBA | 43 | 11 | 21 | 0 | 44 | 20 | 19 | 0 |
| CSGS | 6 | 9 | 14 | 0 | 1 | 5 | 1 | 0 |
| Total | 109 | 45 | 49 | 19 | 90 | 45 | 27 | 10 |

XVI. Financial Data

Expenses



Revenue



XVII. Terms and Definitions

Number of applicants - reported for the entire academic year (i.e., sum of applicants during Fall, Spring and Summer semesters).

Admit Rate - reported for the entire academic year; percent of applicants who were accepted

Yield Rate - reported for the entire academic year, percent of accepted applicants who enrolled

Student Enrollment - Enrolled students are those that are registered and taking courses at the University. Headcounts include degree-seeking students (visiting students are also included)

Full time student - a student enrolled for 12 or more semester credits at the undergraduate level, or a student enrolled for 9 or more semester credits at the graduate level

Student level - Freshman: Fewer than 30 credit hours completed; Sophomore: Fewer than 60 but at least 30 credit hours completed; Junior: Fewer than 90 but at least 60 credit hours completed; Senior: At least 90 credit hours completed, and student who has completed a bachelor's degree and enrolled only for additional undergraduate credit; Masters - Year1 (less than 50% of required credits completed); Masters - Year2 (50% or more of required credits completed)

Colleges - COBA – College of Business Administration; CCIT - College of Computer Information Technology; CDES – College of Design; CLAW – College of Law; CMMC – College of Media and Mass Communication; CSGS – College of Security and Global Studies; CEDU – College of Education

Degrees Awarded - Degrees conferred from September 1st to August 31st of each academic year

Course Offerings - Count of unique courses (bridging and core courses); count excludes Capstone, Thesis, and Internship courses and laboratory sessions

Faculty count - Faculty counts include visiting faculty members. The counts above exclude faculty members who teach non-degree students only, as well as teaching/ lab assistants.

Tuition costs - Estimated based on possible study plan. Tuition costs were augmented for undergraduate students in Spring 15-16. Tuition costs reported exclude VAT. Tuition costs for graduate courses exclude costs of graduate bridging course.

Aid and Scholarships - Analysis sums AUE scholarship and discount; it presents information on financial aid and scholarships that are provided by the American University in the Emirates

Fall to Fall Retention Rate – for UG First-time, Full-time student's

Cohort - is defined as the first-time, full-time*, degree-seeking freshmen that enter in a given fall.

Graduation Rate - within 150% of normal time: Undergraduate - 6 years, Graduate -3 years

Persistence Rate - (Fall to Spring) - percent of students enrolling in consecutive fall and spring terms.

Course Completion Rate - Credits earned (a passing grade in a course) out of credits attempted

Employment Rate - percentage of graduates who are employed full time, employed part-time or enrolled in higher studies 12 months after graduation