Do not judge me by my successes, judge me by how many times I fell down and got back up again.

Nelson Mandela
Message from the Dean

The College of Arts and Sciences (CAS) is thrilled that you are joining us. We guarantee you an eye-opening experience that will be your stepping stone into your chosen field at Abu Dhabi University (ADU). As well as general education courses for all undergraduate students, we also provide a few select undergraduate programs and postgraduate studies in the education field: BA in Persian, BA in Mass Communications (Arabic and English), Professional Diploma in Teaching (Arabic and English), MSc in Special Education, and MEd in Educational Leadership.

We have created curricula designed to stimulate both your academic and creative interests, as well as a variety of clubs, societies, and competitions in both Arabic and English in which you can participate.

CAS is home to all aspects of your first-year experience at Abu Dhabi University. It provides a unique general education platform to ensure the successful transition of undergraduate students from high school to university life and will equip you with strong interpersonal skills and analytical abilities. Our outstanding faculty and administrative support are here to ensure that you feel valued and listened to in an educationally stimulating environment.

The College dedicates a significant amount of time to programs and research projects where you can work alongside faculty to gain a more comprehensive understanding of the subject matter. This approach has kick-started a myriad of student projects and research papers. We also offer individual support to students through peer tutors and course heads on a variety of academic subjects.

Our ultimate aim is to nurture your sense of curiosity and fully enable your intellectual potential.

Vision

The College of Arts and Sciences is recognized as an institution that fosters academic excellence driven by teaching and research and contributes to the development of the local, regional and international communities.

Mission

The mission of the College of Arts and Sciences is to equip the students with the academic and practical skills needed for success in an ever-changing world, in order to contribute to the local and international cultures.

Why the College of Arts and Sciences

Through its diverse range of courses, the college offers academic research and practical courses that inspire and enhance the research and creative ability of the students. These courses provide students with both the oral and written communication skills, methods of scientific analysis and inquiry, and professional ethics required for their future careers and undertakings. These components form the ethical and moral foundation for understanding, analyzing and resolving issues. These courses also prepare students for lifelong learning as well as for graduate studies in their areas of specialization.
Diversity

The college has students from 19 nations across the globe. Nearly 16% of the undergraduate students are UAE Nationals. The student profile reflects the diversity of the UAE.

Students’ Activities

The College of Arts and Sciences engages students through co-curricular and extra curricular activities embedded in their academic fields. Students participate and have won many competitions in the UAE, such as Think Science, International Conference on Advanced Materials, Green Youth Majilis of Sustainable Campus Initiative, Sharjah Innovation, Eco City World Summit and SILA Connect.

Job Placement & Internships

For the students to get their way to the prestigious companies, the following services are available:
- Career services to seek guidance from professional career advisors
- Career fairs that are attended by local and international companies
- On-campus student employment program
- MOUs with regional companies

The Internship program increases student’s employability which makes it an important part of students’ graduation. By undertaking a supervised compulsory training course, students will have the opportunity to put into practice what they have learned in theory. Internship is a supervised, training course which carries credit. Each internship is planned and organized by the Career Development Department, in conjunction with the respective college, in such a way as to ensure the efficient execution of the program.

Financial Aid & Scholarships

The University offers a number of scholarships and provides financial aid assistance to eligible students. Details are available at the Financial Aid and Scholarships Office.

Accreditation

ADU is internationally accredited by the Senior College and University Commission of the Western Association of Schools and Colleges (WSCUC).

WSCUC is the highest form of accreditation available in the USA, and accredits such prestigious institutions as Stanford University, California Institute of Technology, The University of California System, and the California State University system.
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<thead>
<tr>
<th>رقم المساق</th>
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<td>مهارات اللغة الإنجليزية (1)</td>
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<td>مهارات الإعلام</td>
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المجتمعات الطلابية: التفاصيل (لم يتم عرض في الجدول)
تهتم برنامج الإعلام بجامعة أبوظبي اهتماماً بالغاً بإمداد الطلبة بأحدث المعلومات وتدريبهم على استخدام التقنيات اللازمة في العمل الإعلامي من خلال استديوهات الراديو والتلفزيون المجهزة بأحدث الكاميرات وشبكات الإضاءة وكذلك معامل الصحافة والكمبيوتر المجهزة بأحدث البرامج اللازمة لإعداد وتنفيذ برامج إخبارية ووثائقية وترفيهية وحملات إعلامية ناجحة.

وبذلك يؤهل تخصص الإعلام في جامعة أبوظبي خريجيه للعمل في العديد من المجالات الإعلامية منها على سبيل المثال لا الحصر ما يلي:

• تقديم وإخراج البرامج في الإذاعة والتلفزيون
• إنتاج المواد الإعلامية في الوسائط المتعددة والأفلام
• الترجمة الإعلامية
• إعداد وتحقيق الأبحاث الأدبية والفنية العربية
• التصوير والإنتاج التلفزيوني
• إعداد الحملات الإعلانية وال📚..
# Curriculum

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<thead>
<tr>
<th>COURSE CODE</th>
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<td>Communication Skills in Arabic I</td>
<td>RSL 299</td>
<td>English II</td>
<td>RWS 265</td>
<td>Unit and GCC Society</td>
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<td>RWS 211</td>
<td>Fundamentals of Emotional Intelligence</td>
<td>RWS 305</td>
<td>Technical Communications for Workplace</td>
<td>RWS 310</td>
<td>Fundamentals of Innovations and Entrepreneurship</td>
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<td>SL 150</td>
<td>Islamic Culture</td>
<td>FTD 106</td>
<td>Introduction to Information and Digital Technology</td>
<td>FWS 201</td>
<td>Fundamentals of Life Skills</td>
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<td>FWS 301</td>
<td>Developing Future Leaders</td>
<td>STT 106</td>
<td>General Statistics</td>
<td>FWS 100</td>
<td>Academic Skills for Success</td>
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**General Education Requirements: 36 Credit Hours**

- ARL 101(A) Communication Skills in Arabic I
- ENG 200 English II
- FWS 205 UAE and GCC Society
- FWS 211 Fundamentals of Emotional Intelligence
- FWS 306 Technical Communications for Workplace
- FWS 310 Fundamentals of Innovations and Entrepreneurship
- ISL 100 Islamic Culture
- ITD 106 Introduction to Information and Digital Technology
- FWS 201 Fundamentals of Life Skills
- FWS 206 General Statistics
- FWS 100 Academic Skills for Success

**Program Core Requirements: 42 Credit Hours**

- ARL 201 Introduction to Communication
- ENG 205 Introduction to English
- ENG 206 English Composition
- FWS 205 UAE and GCC Society
- FWS 211 Fundamentals of Emotional Intelligence
- FWS 306 Technical Communications for Workplace
- FWS 310 Fundamentals of Innovations and Entrepreneurship
- ISL 100 Islamic Culture
- ITD 106 Introduction to Information and Digital Technology
- FWS 201 Fundamentals of Life Skills
- FWS 206 General Statistics
- FWS 100 Academic Skills for Success

**Program Core Requirements: 42 Credit Hours**

- ASC 301 Research Report Writing
- MKT 200 Principles of Marketing
- MMC 201 Introduction to Information and Digital Technology
- MMC 203 Principles of Marketing
- MAC 201 Introduction to Information and Digital Technology
- MAC 205 Principles of Marketing
- MAC 207 Introduction to Graphic Design
- MAC 300 Introduction to Marketing
- MAC 317 Public Speaking
- MAC 402 Media Appreciation and Critique
- MAC 490 Senior Design Project (Capstone Course)
- OE 1 Open Elective 1
- OE 2 Open Elective 2
- OE 3 Open Elective 3
- OE 4 Open Elective 4

**Concentrations: 21 Credit Hours**

- Broadcast Core Requirements
  - MAC 315 Communication and Diplomacy
  - MAC 328 Quantitative Methods
  - MAC 414 Documentary Production
  - MAC 415 Web Design and Development

- Strategic Communication Core Requirements
  - MAC 313 Principles of Strategic Public Relations
  - MAC 317 Principles of Marketing
  - MAC 411 Public Relations Campaigns
  - MAC 413 Public Relations Campaigns
  - MAC 415 Web Design and Development

- Media Production Core Requirements
  - FMS 100 Introduction to Film
  - FMP 180 Principles of Production Technology
  - FMP 225 Introduction to Video
  - FMP 350 Directing for Documentary
  - MAC 410 Web and Publications Design

**Major Elective Course: 9 Credit Hours**

- Any 3 courses from the following:
  - MAC 204 Interpersonal Communication
  - MAC 206 Introduction to Journalism
  - MAC 316 Communication and Diplomacy
  - MAC 328 Quantitative Methods

**Open Elective Courses: 12 Credit Hours**

- OE 1 Open Elective 1
- OE 2 Open Elective 2
- OE 3 Open Elective 3
- OE 4 Open Elective 4
The unique structure of this program allows you to tailor your interests in media and communication toward a particular career route. You can choose to specialize in Media Production, Broadcasting, or Strategic Communication, including Public Relations and Advertising. This innovative media-based program will teach you concepts, theories, practices, and methods that characterize contemporary media and communication to help you thrive in the industry. The program will equip you with essential research and analytical skills and write media reports and features for print and electronic media. We have Memorandum of Understanding (MoU) with international universities and media agencies in UAE that provide excellent opportunities for you. The MoU with East Carolina University, USA, and University Science Malaysia, Penang paves the way for student exchanges and program partnerships. The MoU signed with the National Media Council and other local media agencies provides you educational and internship opportunities.

ADU's College of Arts and Sciences is excited to announce the launch of a new concentration in Media Production as part of its BA in Mass Communication Program. The first of its kind launched in Abu Dhabi, the Media Production concentration will enable you to become a confident visual storyteller and media maker in a rapidly changing media landscape. You will explore techniques and crafts in screenwriting, short film production, digital media, web design, documentary filmmaking, and film aesthetics and techniques through practical classes. Media production practitioners are in high demand today, as the industry strives for sustainable growth while maintaining and improving the quality of services offered.

Graduates of this program have gone on to work as specialized practitioners in a diverse range of media and communication organizations. Media institutions, governmental bodies, educational institutions, and private companies always look for well-qualified communication professionals.


• TV Producer
• Film Director
• Content Writer
• Video Editor
• Strategic Communications Manager
• Advertising and Promotions Manager
• Creative Director
• Content writer
• Media Buyer

Student's Testimonial

Nada Ali - Alumna

As a Mass Communication student, I had the opportunity to learn the best practices in media production for various media platforms. I loved working with sophisticated equipment such as high-end cameras, lighting, vision mixers, and the audio console in the TV studio. The experience gave me the confidence to work in both front and behind the camera in television production. At Abu Dhabi University, I discovered my true potential and transformed myself into someone always ready to accept challenges. My parents motivated me to succeed; my friends gave me the necessary support and my teachers provided the tools.
Core Courses: 27 Credit Hours

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Prerequisite(s)</th>
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<tbody>
<tr>
<td>EDU501</td>
<td>Leadership in Education: Theory and Practice</td>
<td>3</td>
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<tr>
<td>EDU502</td>
<td>Institutional Enhancement and Quality Assurance</td>
<td>3</td>
<td>EDU501</td>
</tr>
<tr>
<td>EDU503</td>
<td>Curriculum Development and Program Assessment</td>
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<td>EDU501</td>
</tr>
<tr>
<td>EDU504</td>
<td>Big Data and Information Systems in Education</td>
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<td>EDU501, EDU503</td>
</tr>
<tr>
<td>EDU505</td>
<td>Professional Development and Instructional Supervision</td>
<td>3</td>
<td>EDU501, EDU503</td>
</tr>
<tr>
<td>EDU506</td>
<td>Research Methodology in Education</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>EDU507</td>
<td>Innovation and Entrepreneurship in Education</td>
<td>3</td>
<td>EDU501</td>
</tr>
<tr>
<td>EDU580</td>
<td>Thesis</td>
<td>6</td>
<td>EDU 506 + completion of 18 Core credits</td>
</tr>
</tbody>
</table>

Elective Courses: 6 Credit Hours

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>EDU520</td>
<td>Pedagogies for Diversity</td>
<td>3</td>
<td>Completing 4 core courses</td>
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<tr>
<td>EDU521</td>
<td>Ethical Leadership and Decision Making in Educational Context</td>
<td>3</td>
<td>Completing 4 core courses</td>
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<tr>
<td>EDU522</td>
<td>Comparative Education</td>
<td>3</td>
<td>Completing 4 core courses</td>
</tr>
<tr>
<td>EDU523</td>
<td>Contemporary Trends and Issues in Education</td>
<td>3</td>
<td>Completing 4 core courses</td>
</tr>
</tbody>
</table>
Quality educational leadership is vital to the overall success of an individual school or school systems. Strong academic leaders are key to high-performing schools; they help school reform and they serve as motivators to fellow teachers and students.

The Master of Education in Educational Leadership degree is intended for professionals who are interested in enhancing their leadership and management skills to provide a better educational environment for students, teachers and staff. Students in the program acquire a deeper understanding of various theories on organizational behavior, educational leadership and change processes and how these three aspects impact educational institutions. The program helps the students familiarize themselves with a range of issues surrounding management and how these issues relate to developments in education, the society and the economy. The students develop skills in analysis of development policies and the various factors that affect the implementation of management policies in an educational context.

If you are a K–12 teacher who wants to broaden your leadership potential, expand your knowledge about schools, teachers, and student learning, and renew your passion to work on behalf of public education as you meet professional development goals, ADU’s educational leadership master’s program is for you.

**Program Overview**

Rola Ghazi El Jurdi - Graduated in Fall A 2020

When I reflect on my two years at ADU Educational Leadership Master’s program, I conclude that the experience not only made me a better teacher and trainer, however, prepared me as well on both career and personal growth. Through courses and researches with incredibly professors who inspired and encouraged me a lot. I would highly recommend this program if you are seeking skills and confidence in your profession and expand your opportunities in education field.

**Career Prospects**

The Master of Education in Educational Leadership Degree prepares graduates for teaching and executive positions at public and private schools. Administrative positions that might be available to those with a master's degree in educational leadership include the Principal, Assistant Principal, Head of Department, Instructional Coordinator, Director, Supervisor, or Cluster Manager.

**Student’s Testimonial**

Master of Education in Educational Leadership has been designed to prepare current and aspirant leaders for services in six critical areas:

- Strategic Leadership
- Instructional Leadership
- Organizational Leadership
- Community Leadership
- Ethical Leadership
- Cultural Leadership
## Curriculum

### Core Courses: 30 Credit Hours

<table>
<thead>
<tr>
<th>Course Code</th>
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<tr>
<td>SPEDU501</td>
<td>Special Education and Exceptionality</td>
<td>3</td>
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<tr>
<td>SPEDU502</td>
<td>Measurement and Evaluation in Special Education</td>
<td>3</td>
<td>SPEDU501</td>
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<tr>
<td>SPEDU503</td>
<td>Curriculum Development and Instructional Strategies in Special Education</td>
<td>3</td>
<td>SPEDU501</td>
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<tr>
<td>SPEDU504</td>
<td>Early Childhood and Intervention Programs</td>
<td>3</td>
<td>SPEDU501</td>
</tr>
<tr>
<td>SPEDU506</td>
<td>Research Methods in Special Education</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>SPEDU507</td>
<td>Administration, Management, and Organizing Policies and Services in Special Education</td>
<td>3</td>
<td>SPEDU501</td>
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<td>SPEDU511</td>
<td>Assistive Technology in Special Education</td>
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<td>SPEDU501</td>
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<tr>
<td>SPEDU510</td>
<td>Internship / Field Experience</td>
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<td>Completion of 18 Credits</td>
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<tr>
<td>SPEDU580</td>
<td>Special Education Research Thesis</td>
<td>6</td>
<td>SPEDU506+SPEDU550 + Completion of 18 CHs</td>
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### Elective Courses: 3 Credit Hours

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<thead>
<tr>
<th>Course Code</th>
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<th>Credit Hours</th>
<th>Prerequisite(s)</th>
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<tr>
<td>SPEDU520</td>
<td>Seminar in Learning Disabilities</td>
<td>3</td>
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<td>SPEDU521</td>
<td>Seminar in Mental Handicaps and Intellectual Challenges</td>
<td>3</td>
<td>SPEDU501</td>
</tr>
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<td>SPEDU522</td>
<td>Seminar in Emotional and Behavioral Disorders</td>
<td>3</td>
<td>SPEDU501</td>
</tr>
<tr>
<td>SPEDU523</td>
<td>Seminar in Sensory and Physical Disabilities</td>
<td>3</td>
<td>SPEDU501</td>
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<tr>
<td>SPEDU524</td>
<td>Seminar in Language and Communication Disorders</td>
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<td>SPEDU501</td>
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<tr>
<td>SPEDU525</td>
<td>Seminar in Gifted and Talented Education</td>
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</tr>
<tr>
<td>SPEDU527</td>
<td>Seminars in Autism</td>
<td>3</td>
<td>SPEDU501</td>
</tr>
</tbody>
</table>
A Master of Science in Special Education degree is intended for experienced teachers, administrators, and other educators who wish to enhance their knowledge, assume roles of leadership in the education community, or who wish to work with people of determination. The degree provides instruction on the description and nature of disabilities in children of various ages and the psychological factors that affect these students. Students learn about effective teaching strategies and ways to create meaningful learning experiences for people of determination. They also learn how to develop lesson plans that are tailored toward a child’s specific disability.

Our Master of Science in Special Education program builds strong connections between theory and practice, through quality classroom instruction paired with extensive clinical experiences. Students gain a strong foundation in teaching and content knowledge from experts in the field of special education. In addition, a series of clinical experiences are designed to assist our students in developing an understanding of teaching and learning as they apply knowledge from their coursework in varied school special needs settings. Individualized guidance through our clinical framework provides our students with the support they need to be successful in today’s rapidly evolving educational environment.

MSc in Special Education will equip you to tackle the real-world challenges that teachers face in the classroom every day – including working with students who have special education needs, preventing disruptive behavior and teaching students with learning difficulties as well as gifted and talented students.

MSc in Special Education is an accredited master degree program. It offers you the freedom and flexibility to earn your degree within a one or two years period. The program’s accommodating and rewarding study options will allow you to study without missing a day at work. The program will help you enhance your career and give you a distinct competitive advantage which is part and parcel of the benefits associated with Abu Dhabi University master degree program.

Program Overview

Why the MSc in Special Education

MSc in Special Education offers flexibility and opportunities for specialization by providing:

- A sequence of professional academic courses in Special Education and related areas
- Opportunities to observe, discuss, and take part in supervised practice in assessment and instruction experiences translating research into practice
- Opportunities to design, conduct, and evaluate experimental programs of intervention in special education settings
- Experiences in the communication of ideas, including professional writing and presentation of papers at professional meetings

Student’s Testimonial

Aisha Abdulla Hassan - graduated in Fall 2020

It’s been an honor to be part of such a valuable program. As a working teacher with students of determination, the program supported me to incorporate the practical experience with scientific and theoretical knowledge. In addition to equipping me with research-based strategies and procedures in the vast area of special education.

Career Prospects

The MSc in Special Education offers many employment opportunities in public and private schools and Special Needs Centers. In addition, a variety of career specializations are available for the graduates of the program. They include becoming a special Educator in pre-school, elementary, middle school, and high school classrooms. Other possible career paths include early intervention specialists and special education coordinators. Special education teachers work with students who suffer from various physical, intellectual, emotional, and learning disabilities. They modify lessons and teaching strategies and also teach basic communication and independent living skills. Special education teachers can progress to administrative or supervisory positions.

MSc in Special Education offers flexibility and opportunities for specialization by providing:
## Curriculum

### Core Courses: 21 Credit Hours

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<thead>
<tr>
<th>COURSE CODE</th>
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<td>EDC 473</td>
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<td>School Curriculum</td>
<td>EDC 475</td>
<td>Educational Technology</td>
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### Core Elective Courses: 3 Credit Hours

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<td>Methods of Teaching Math</td>
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<td>Methods of Teaching Science</td>
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<td>EDC 480</td>
<td>Methods of Teaching English</td>
<td>EDC 482</td>
<td>Methods of Teaching Social Studies</td>
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<td>Methods of Teaching Information Technology</td>
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<td>EDC 481</td>
<td>Methods of Fine Arts and Graphic Design</td>
<td>EDC 485</td>
<td>Methods of Teaching French</td>
<td>EDC 486</td>
<td>Methods of teaching Islamic and Arabic for Non-natives</td>
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<td>EDC 487</td>
<td>Methods of Teaching Early Childhood</td>
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</table>
The Professional Postgraduate Diploma in Teaching (English) is a qualification that combines theoretical study with practical experience. The program provides students with an integrated program of study consisting of 24 credit hours of coursework and practicum. The graduates of this program can teach in any public or private school, both locally and regionally.

The program offers a combination of theoretical knowledge and practical teaching experience. It also emphasizes teamwork, self-management, and critical thinking. The experience of different styles of learning in different environments such as school, college, and the workplace are the hallmarks of the program.

Why the Professional Postgraduate Diploma in Teaching (English)?

1. It is a one-year teacher training program for those holding a BSc degree or its equivalent.
2. It offers school-based practical learning and draws on the latest research to instill effective teaching methods.
3. It ensures that the graduates are well equipped to meet the challenges of a teaching career.
4. The curriculum challenges participants to use their knowledge, expertise and experience to design learning environments that will engage students in the learning process and cater to a variety of learning styles.
5. The program emphasizes the process of critically planning, designing, implementing, and reviewing relevant syllabi including developing teaching and learning strategies and curriculum development.
6. Graduates will develop a personal theory of teaching that fully considers the role of teachers in the promotion of an inclusive society.

Student’s Testimonial

Maud Trahan • 1076509

This past year, I completed the Postgraduate Professional Diploma in Education at Abu Dhabi University. The program provided me with the skills and knowledge to teach in both public and private schools in the UAE. The course places a huge emphasis on the practical skills required to teach effectively, such as lesson planning, classroom management strategies, and tailoring lessons based on different learning styles, to name but a few. It was an invaluable experience for me, and I have since been able to apply the aforementioned skills in my job as a Kindergarten teacher.

At ADU, I was very fortunate to have a team of dedicated and supportive professors around me who encouraged me each step of the way. They openly shared their past experiences to help guide their students towards becoming successful and thoughtful educators. Even during the pandemic, they quickly adapted to a new model of teaching and presenting lessons, with student participation and discussion at its core. It was a learning curve for all involved, but their commitment was impressive, and is the main reason I look back on my time at ADU so favourably.

Career Prospects

The Diploma program offers many employment opportunities in public and private schools. It offers a variety of career specializations such as becoming teachers of Arabic, Islamic Studies, Science, Mathematics, English, or other related available fields. The graduates of the program can also pursue careers as School Principals, Educational Supervisors, Counselors, and Social Workers.

Professional Postgraduate Diploma in Teaching Graduates will be able to:

1. Utilize appropriate technical, creative and analytical skills, related with process and procedures within the field of teacher education
2. Apply knowledge of curriculum design, pedagogy to engage students in learning
3. Employ various assessment techniques to engage learners in problem-solving, and decision making in the field of teacher education
4. Implement effective classroom management strategies, action research, plans, and practices to foster a holistic learning environment
5. Integrate technology-rich learning instructional tools that promote digital age best practices in teaching, learning, and assessment
6. Apply policies, trends, benchmarks, and standards that affect the educational policies in UAE.