



كلية ليوا  
Liwa College  
Est 1993 مئة

# Student Prospectus

Academic Year  
2023 - 2024

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[lc.ac.ae](http://lc.ac.ae)



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# President's Welcome Message



Welcome on behalf of myself and the Liwa College community. You are about to take a very important step – entering the stage of your life where the possibilities are endless. By registering for a program of study at LC, you will start your transformation journey to becoming a next generation thinker, a business leader, an entrepreneur.

At LC, our students are our first and primary focus. Everything we do is informed by our desire to develop each one of you into creative, confident, adaptable, and ethically strong individuals who can face challenges head-on and succeed at whatever you put your mind to. Our alumni have built successful careers in leading public and private organizations, and our priority is to watch you follow in their footsteps.

My promise to you is that our faculty and staff – leading academics, expert practitioners, and international researchers – will be with you every step of your LC journey, supporting your success. I extend a personal invitation to take a tour of our campus and speak to our team, and I look forward to welcoming you soon.





# Vice President of Academic Affairs Welcome Message



As Vice-President of Academic Affairs, it is my great pleasure and distinct privilege to welcome you to Liwa College (LC).

In doing so, I also want to promise our students and their parents that we will continue to work with supreme dedication to foster an environment where excellence will continue to be the foundation that guides everything we do in the College.

With its two campuses in downtown Abu Dhabi and in the City of Al-Ain, our five Faculties offer more than 20 academic programs in Business, Medical & Health Sciences, Engineering, Information Technology and Media & Public Relations.

LC is a unique place in which the research and scholarship of our faculty coexist with a well-recognized tradition of teaching excellence. We are committed to providing an exceptional student experience that extends beyond graduation and to supporting our students to develop into career-ready professionals and qualified global leaders.

To our students, I would like to say: **“Welcome to Liwa College and be prepared to enjoy a truly unique educational experience”.**



# Our Vision and Mission



## LC vision

is to be an internationally recognized institution that empowers our students to unleash their potential, pursue their passion, and contribute to the advancement of the society.

## LC mission

is to foster the development of career-ready graduates by offering future-oriented education supported by applied research, exceptional support services, advanced technology, extensive industry connections, and the expertise of our highly qualified faculty and staff.

## Values



### Excellence

We are committed to a culture of excellence in all aspects of the learning experience supported by our distinguished faculty and staff.



### Opportunity For All

We believe that every learner should have equal access to pursue higher education based on their merits and goals, rather than on their background or circumstances.



### Innovation

We cultivate a collaborative culture that sparks innovation, supports our faculty, and empowers our learners to adapt to the ever-evolving professional landscape.



### Student Centered

We create a supportive and inclusive learning environment where students are equipped with the tools and resources to thrive in their educational journey.



### Sustainability

Our graduates are equipped with the knowledge and skills to drive positive change through our sustainability-aligned education. We prioritize environmental responsibility in our operations and activities, and we conduct impactful research aligned with the global sustainability agenda.





**1993**

The Emirates Institute of Technology (EIT) was established and accredited by the Ministry of Education to provide training programs in computing, management and languages.

**1995**

EIT offered the Business Administration and Computer Information Systems Diploma (Double Major) in cooperation with Northwood University, USA and Lambton College, Canada.

**2003**

The academic section was recognized by the UAE Ministry of Higher Education and Scientific Research.

**2004**

The academic section was renamed as Emirates College of Technology (ECT). Also, ECT obtained accreditation for its two-year diploma program in Business Administration and Computer Information Systems (Double Major).

**2005**

Inauguration of ECT's main campus in Hamdan Street at the heart of the Capital City, Abu Dhabi.

**2007**

Accreditation of ECT's two-year Diploma Program in Human Resource Management (HRM) by the Ministry of Higher Education and Scientific Research.

**2008**

Accreditation of, and offering Diploma programs in Banking and Finance, Accounting and Public Relations.



**2011**

Introduced Diploma in Public Relations (taught in Arabic language).

**2012**

Established the faculty of Business offering bachelor's degree programs.

**2015**

Introduced Bachelor programs in Industrial Management and Applied Health Sciences.

**2017**

Launch of Emirates College of Technology's Strategic Plan 2017-2022.

**2018**

Accreditation of the business programs by the Accreditation Council for Business Schools and Programs (ACBSP), Kansas City, Missouri, USA.

**2019**

ECT opened its new campus in the heart of Abu Dhabi. Inauguration of the Faculty of Engineering and accreditation of new programs in the Faculty of Medical and Health Sciences.

**2020**

Launched student e-services and distance learning via the Emirates College of Technology platform.

**2021**

Emirates College of Technology (ECT) is re-branded to Liwa College of Technology (LCT).

**2022**

LCT joined NEMA Education.

**2023**

Liwa College of Technology (LCT) merges with Khwarizmi International College (KIC) to form Liwa College (LC).





# Liwa College Campus in Abu Dhabi

◆ **15,579**

Square meters total area  
of the building

◆ **14**

Computer Labs equipped  
with the latest hardware

◆ **3**

Radio and TV studios  
equipped with  
the latest training  
applications

◆ **955**

Square meters library  
area

◆ **6**

Engineering labs  
equipped for practical  
application and training

◆ **4**

Language  
study  
classrooms

◆ **639**

Square meters indoor  
recreational space  
for students

◆ **11**

Health Sciences labs  
equipped for practical  
application and training

◆ **2**

International  
Branded  
Cafeterias

# Liwa College Campus in **Al Ain**



◆ **2700**

Square meters total area  
of the building

◆ **5**

Computer Labs  
equipped  
with the latest  
hardware

◆ **1**

Radio and TV studios  
equipped  
with the latest training  
applications

◆ **100**

Square meters library  
area

◆ **580**

Square meters indoor  
recreational space  
for students

◆ **3**

Health Sciences labs  
equipped for practical  
application and training





## Faculty of Business

- Bachelor of Business Administration in Accounting.
- Bachelor of Business Administration in Banking and Finance.
- Bachelor of Business Administration in Business Information Technology.
- Bachelor of Business Administration in Human Resource Management.
- Bachelor of Business Administration in Industrial Management.
- Bachelor of Business Administration in Management.
- Bachelor of Business Administration in Tourism and Hospitality Management.
- Bachelor of Business Administration in Marketing.
- Diploma in Business Administration and Computer Information Systems.
- Diploma in Human Resource Management.

## Faculty of Engineering

- Bachelor of Science in Civil Engineering.
- Bachelor of Science in Mechanical Engineering.
- Bachelor of Science in Industrial Engineering.

## Faculty of Information Technology

- Bachelor of Information Technology.
- Diploma in Information Technology.
- Diploma in Computer Graphics & Animation.

# Faculty of Medical and Health Sciences



- Bachelor of Health Management.
- Bachelor of Applied Health Sciences in Health Information Management.
- Bachelor of Science in Respiratory Care.
- Bachelor of Science in Emergency Medical Care.
- Bachelor of Science in Medical Laboratory Analysis.
- Bachelor of Science in Medical Diagnostic Imaging.
- Diploma in Health Management.
- Diploma in Medical Laboratory Analysis.

# Faculty of Media and Public Relations

Bachelor of Mass Communication with concentrations in:

- Public Relations.
- Digital Media.
- Advertising.





# Faculty Of Business

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The Faculty of Business Administration develops effective and responsible leaders by providing insightful knowledge and inspiring minds in dialogue with the world around us.

We deliver a broad spectrum of in-demand and competitive career-oriented programs, embracing all the major fields in Business Administration.

# Bachelor of Business Administration in Accounting

## Program Description

The Bachelor of Business Administration in Accounting will provide you with a thorough understanding of the fundamental principles and theories of accounting. In addition, it will teach you how to apply theory into practice, successfully and ethically, in all kinds of organizations.

## Objectives and Skills

- Think critically, solve problems creatively, and make innovative decisions in an organizational setting.
- Gain the knowledge and skills to diagnose accounting errors and problems.
- Learn about the theory, practice, and framework of generally accepted accounting principles.
- Critically evaluate the impact of accounting models, concepts, and theories in dynamic business environments.
- Analyze and develop models to evaluate an organization's performance.
- Undertake critical analyses to develop plans and implement strategic decisions based on accounting data.

## Career Opportunities

- Senior Accountant.
- Managerial Accountant.
- Internal Auditor.
- External Auditor.
- Financial Manager.
- Financial Consultant.



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# Bachelor of Business Administration in Banking and Finance

## Program Description

The Bachelor of Business Administration in Banking and Finance will equip you with essential knowledge of the fundamental principles and theories of Banking and Finance and the most up-to-date financial applications. In addition, it will teach you how to apply theory to practice successfully and ethically in all kinds of organizations.

## Objectives and Skills

- Think critically, solve problems creatively, and make innovative decisions in an organizational setting.
- Understand the theory, practice, and emerging trends relating to finance and banking concepts, ideas, models, and frameworks.
- Acquire the knowledge and skills to make financial decisions.
- Apply and critically evaluate the impact of financial decisions and evaluate their impact on an organization's value.
- Conduct strategic financial analysis to identify key financial problems and develop solutions.
- Construct models to improve financial decision-making within an organization.

## Career Opportunities

- Financial Manager.
- Financial Analyst.
- Chief Financial Officer.
- Finance Adviser.
- Fund Manager.
- Stockbroker.
- Financial Consultant.
- Bank Manager.
- Financial Arbitrator.



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# Bachelor of Business Administration in Business Information Technology

## Program Description

The Bachelor of Business Administration in Business Information Technology will provide you with a solid foundation in Information Technology (IT) principles and practices. The emphasis is on the applications of Information Technology rather than the computer itself. You will gain an understanding of web and application development in the context of the business environment and capabilities in systems analysis and design, database management, and IT project management. The program also includes general business subjects, with business topics integrated into information systems courses.

## Objectives and Skills

- Apply the use of emerging technologies to the business environment.
- Utilize information technology skills and tools to support decision-making in business.
- Understand and use basic information technology tools and techniques to build business information systems.
- Solve business problems and enhance productivity using information technology tools and techniques effectively.
- Use knowledge of information systems to formulate, solve, and discuss business problems that require analysis.
- Understand and apply the fundamental knowledge and skills required to manage E-business systems and their environment.
- Assess and select business intelligence models most appropriate to a given situation.

## Career Opportunities

- Business Intelligence Manager.
- Client Services Analyst.
- Database Administrator.
- Database Analyst .
- Information Resource Manager.
- IT Consultant.
- Programmer.
- Project Manager.
- Quality Assurance Analyst.
- Systems Analyst.
- Application Developer.
- Application Support.
- Business Analyst.
- User Support Analyst.
- Web Developer.
- Web Page Designer.
- Webmaster.



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# Bachelor of Business Administration in Human Resource Management

## Program Description

The Bachelor of Business Administration in Human Resource Management will provide you with the knowledge and skills required to become a qualified HR professional. Courses are focused on optimizing human resource practices, including recruitment and selection, training and development, performance management, compensation and benefits, labor relations, and occupational health and safety.

## Objectives and Skills

- Design human resources policies and practices that comply with the relevant labor and employment legislation and regulations.
- Assess an organization's training and recruitment needs and suggest plans for improvement.
- Understand and apply rules and regulations concerning health and safety in the workplace.
- Develop a performance management system that enhances the effectiveness of the reward system.
- Evaluate the viability of implementing electronic HRM practices in a corporate environment.

## Career Opportunities

- Job Analyst.
- Recruitment Officer.
- Human Resource Planning Officer.
- Training and Development Officer.
- Administrator of Employees Relations and Contracts.
- Career Development Supervisor.
- Compensation and Work Legislation Officer.
- Human Resource Manager.



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# Bachelor of Business Administration in Industrial Management

## Program Description

The Bachelor of Business Administration in Industrial Management will provide you with the competencies and knowledge to understand and implement the business concepts that help optimize and manage production or other business processes. Incorporating the principles of manufacturing systems, logistics, supply chain management, and Total Quality Management, you will learn how to plan the efficient and economical use of resources in a business.

## Objectives and Skills

- Use quality core concepts and tools to design methodologies to implement Total Quality Management.
- Plan and monitor the implementation of various production and maintenance operations in projects and organizations.
- Acquire core knowledge about Supply Chain Management and logistics.
- Use quantitative tools to formulate and solve production problems to support decision making.
- Apply Lean Management and Six Sigma concepts and tools for sustaining continuous improvement in organizations.
- Apply critical thinking skills and scientific techniques to conduct industrial management research projects.

## Career Opportunities

- Operations Manager.
- Quality/Reliability Manager.
- Production Manager.
- Project Manager.
- Supply Chain Manager.



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# Bachelor of Business Administration in Management

## Program Description

The Bachelor of Business Administration in Management will teach you business management fundamentals and various business aspects in a challenging learning environment that fosters excellence and innovation. Through the program, you will develop the required competencies to become a successful business professional.

## Objectives and Skills

- Evaluate the impact of change on an organization and demonstrate skills in managing change.
- Develop the knowledge and skills required to manage small projects, lead teams, conduct business research, make financial decisions, and interface with customers.
- Apply integrated theoretical knowledge and demonstrate leadership skills in solving real-world business problems.
- Create and manage a project plan with quality embedded in all phases.
- Demonstrate the ability to deal with the challenges and opportunities of working effectively in a diverse cultural and legal environment.

## Career Opportunities

- Project Manager.
- Small Business Manager.
- Management Analyst.
- Operations Manager.
- Marketing Manager.
- Sales Manager.
- Functional Manager.
- Administrative Manager.
- Entrepreneur.



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# Bachelor of Business Administration in Tourism and Hospitality Management

## Program Description

The Bachelor of Business Administration in Tourism and Hospitality will teach you to perform effectively in tourism and hospitality-related government and private organizations. The program is driven by the fact that tourism contributes significantly to the economic and socio-cultural development of many countries and is a significant sector in the strategic goals of the UAE for future growth.

## Objectives and Skills

- Associate the fundamentals of tourism, its components, connections, and issues to tourism management at a destination.
- Demonstrate the processes, functions, and management of the hospitality sector.
- Apply new ideas, entrepreneurial skills, problem-solving skills, and functional competencies in managing tourism and hospitality businesses.
- Design, plan, and organize innovative tourism and hospitality products, services, and events.
- Integrate Information Communication Technology into tourism and hospitality processes and functions for effective operations and management.
- Assess tourism decisions and strategies leading to sustainable tourism development.

## Career Opportunities

- Tourism Director.
- Tour Operator.
- Tour Guide.
- Event Manager.
- Hotel General Manager.
- Guest Relations Manager.
- Special Events Coordinator.
- Museum Guide/Curator.



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# Bachelor of Business Administration in Marketing

## Program Description

The Bachelor of Business Administration in Marketing will develop the skills that will enable you to function in different marketing and managerial roles. In addition, you will learn how to write a comprehensive business plan and acquire the capabilities required to start a business, attract venture funding, and lead entrepreneurial teams.

## Objectives and Skills

- Provide specialist knowledge relative to marketing and associated functions within a business.
- Analyze data and prepare action plans based on the analysis.
- Manage external factors that may affect the marketing function and create marketing strategies for different scenarios.
- Presents findings to stakeholders persuasively through a variety of mediums to get their buy-in to proposals.
- Take a holistic view of marketing in all areas and integrate these into marketing plans.

## Career Opportunities

- Marketing Manager.
- Global Event Marketing Manager.
- Director of Marketing Research.
- Advertising Manager.
- Public Relations Manager.
- Promotions Manager.
- Brand Manager.
- Sales Manager.
- Social Media Coordinator.



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# Diploma in Business Administration and Computer Information Systems

## Program Description

The Diploma in Business Administration and Computer Information Systems combines business administration with computer knowledge. It was designed in response to global demand for professionals who can understand business processes and strategically utilize information technology to gain a competitive edge in today's ever-evolving hi-tech business environment.

## Objectives and Skills

- Deliver high-quality education in the discipline of business administration and computer information systems.
- Provide the skills, knowledge, and technical capabilities to build careers in the business administration and computer information systems field.
- Provide an understanding of key issues in business administration and computer information systems.
- Promote an understanding of the relationships between business functions in the overall management of an organization.
- Enable students to pursue further studies.
- Prepare students to become active members of local and international professional communities.
- Provide employers with entry-level professionals in business administration and computer information systems.
- Demonstrate real-world application of business administration and computer information systems theory.

## Career Opportunities

- Systems Analyst.
- Website Developer.
- Network Supervisor.
- Transaction Officer.
- Administration Supervisor.
- Administrator.
- Computer Programmer.



The image shows a man and a woman in professional attire looking at a computer monitor. The man is wearing a white thobe and ghutra, and the woman is wearing a striped dress with henna on her hands. The monitor displays a dashboard with various HR metrics and tables.

Talent and CEM			
284	Global Off Track YTD Start		
12.4%	Reduction		
697	Global Off track YTD	286	
30.5%			

  

KPI Overview			
Joiners		Promotions	
447		371	21.1%
College Hires	Av Cost of Hire	Cost of Hire %	
158	35.3%	£6196.20	13.4%

  

Leavers			
130	5.7%	Top Talent	41 1.8%
294	12.9%	Top Performers	82 3.6%
424	18.6%	Managed	181 7.9%

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# Diploma in Human Resource Management

## Program Description

The Diploma in Human Resource Management will provide you with the knowledge and skills required to become a qualified HR professional. Courses are focused on optimizing human resource practices, including recruitment and selection, training and development, performance management, compensation and benefits, labor relations, and occupational health and safety.

## Objectives and Skills

- Provide high-quality education in the discipline of Human Resource Management.
- Enhance knowledge of key issues in Human Resource Management.
- Provide relevant knowledge and skills in Human Resource Management and connected fields.
- Develop an understanding of the models and statistical techniques used in Human Resource Management.
- Provide the skills, knowledge, and technical capabilities to enhance career opportunities.
- Enable students to pursue further studies.

## Career Opportunities

- Recruitment Officer.
- Human Resource Planning Officer.
- Training and Development Coordinator.
- Assistant Administrator of Employee Relations and Contracts.
- Assistant Career Development Supervisor.
- Assistant Compensation and Work Legislation Officer.



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# Faculty Of Engineering

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The mission of the Faculty of Engineering is to prepare students for a lifetime of learning and successful careers in different engineering fields, locally and internationally. We are committed to inspiring our students to be future leaders and problem solvers in the important field of engineering.

Everything we do in the Faculty of Engineering is focused on our aspiration to be recognized as a leader in engineering education and research and to be a valuable partner in the advancement of global society.

# Bachelor of Science in Civil Engineering

## Program Description

The Bachelor of Science in Civil Engineering program prepares you for the design and construction of public works such as buildings, airports, roads, bridges, tunnels, dams, water and sewage systems, and other infrastructural projects. Moreover, the program provides students with extensive knowledge and enhances their awareness of scientific concepts and methodologies, in the civil engineering profession focusing on the development and maintenance of infrastructure and facilities designed in line with modern life needs.

## Objectives and Skills

- Ability to create civil engineering designs for different projects.
- Ability to diagnose, analyze, and solve problems related to the civil engineering field.
- Ability to supervise civil engineering work.
- Ability to make innovative decisions in institutional environments.

## Career Opportunities

- Design Engineer.
- Construction Site Engineer.
- Traffic and Transportation Engineer.
- Engineering Projects' Manager.
- Construction Safety Officer.
- Consultant Engineer.
- Environment Engineer.
- Material Engineer.
- Quality Engineer.



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# Bachelor of Science in Mechanical Engineering

## Program Description

This program equips you with the appropriate competencies in the field of mechanical engineering, by providing a capability for critical thinking, creative problem solving, and innovative decision-making processes. Moreover, the program promotes graduates' awareness of concepts, tools, and methodologies relevant to the field of mechanical engineering, based on a strong sense of community service, teamwork, responsibility, and high ethics. Also, it develops students' professional approach related to mechanical engineering projects and prepares students to serve in mechanical engineering positions in private and public organizations.

## Objectives and Skills

- Ability to create mechanical engineering designs for different projects.
- Ability to diagnose, analyze, and solve real-world problems related to mechanical engineering field.
- Ability to supervise mechanical engineering work.

## Career Opportunities

- Design Engineer.
- Maintenance Engineer.
- Smart Manufacturing Engineer.
- Robotics/Mechatronics Engineer.
- Operations/Systems Engineer.



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# Bachelor of Science in Industrial Engineering

## Program Description

This program equips you with appropriate competency in the field of industrial engineering, by providing a capability for critical thinking, creative problem solving, and innovative decision-making processes. Moreover, the program promotes your awareness of concepts, tools, and methodologies relevant to the field of industrial engineering, based on a strong sense of community service, teamwork, responsibility, and high ethics. Also, it develops your professional approach related to industrial engineering projects and prepares you to serve in industrial engineering positions in private and public organizations.

## Objectives and Skills

- Ability to create industrial engineering designs for different projects.
- Ability to diagnose, analyze, and solve real-world problems related to industrial engineering field.
- Ability to supervise industrial engineering work.

## Career Opportunities

- Systems Design and Modeling Engineer.
- Maintenance Engineer.
- Quality Assurance Inspector.
- Manufacturing Production Supervisor.
- Operations / Systems Engineer.
- Occupational Health and Safety Manager.
- Supply chain manager.
- Institutional Performance Development Engineer.



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# Faculty Of Information Technology

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The Faculty of Information Technology provides students with the hard technical skills and soft practical skills necessary for successful careers in the world of Information Technology and related industries.

# Bachelor of Information Technology

## Program Description

The Bachelor of Information Technology program endeavors to establish a robust foundation in computer science and information technology for students. Its objective is to furnish students with the requisite technical and practical proficiencies that are necessary for designing and developing software solutions and managing information systems and technology ventures.

## Objectives and Skills

- Critically appraise the functions, configuration, and management of the hardware and software components of computer systems and computer networks.
- Analyze, compare, and discuss the characteristics of various network technologies and the issues affecting network management and security.
- Employ the latest industry-standard tools and techniques in the analysis and design and management of projects to develop and maintain computer-based information systems.
- Explain the characteristics of data, the methods used to create, organize, and manipulate them efficiently, and the role of databases in organizations.
- Employ appropriate tools and techniques in the design, development, and evaluation of user interfaces to meet users' needs.
- Demonstrate necessary knowledge and skills in major IT disciplines in the appraisal of current principles and practices of computer-based systems development.
- Critically apply problem-solving skills in the analysis of problems, the design of appropriate solutions and the effective evaluation of alternative solutions.

## Career Opportunities

- Data Analysts / Business Intelligence analysts / Data Scientists.
- Mobile Application Developers.
- AI Programmers.
- Machine Learning Developers.
- System Analysts.
- Software Developers/Managers.
- User experience designers.
- Database Analysts/Developers/Administrators.
- IT Project Managers.
- Computer and Information Security Specialists / Managers.
- Security analysts.
- Network Administrators / Managers.
- Web Developers.



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# Diploma in Information Technology

## Program Description

The Diploma in Information Technology program offers comprehensive education in computer science and information technology. It aims to equip you with the technical and practical skills necessary to design, develop, and implement software solutions and manage information systems and technology projects. The program offers in-depth knowledge of IT concepts through two concentrations: Software Development and Networking specializations.

## Objectives and Skills

- Explain the characteristics of hardware and software components of computer systems and networks.
- Design, implement and test computer programs to meet specified requirements using industry-standard development tools.
- Design and develop database applications to meet the requirements of business users.
- Design and develop web-based computer systems that incorporate multimedia data.
- Explain the concepts of software project management and use support tools to plan and manage projects.

### Track 1 (Software Development)

- Use modern object-oriented techniques effectively in the design and development of computer software systems.
- Work effectively as part of a software development team using appropriate software development methodologies.

### Track 2 (Networking)

- Design computer network systems to meet the needs of the business.
- Manage and maintain computer network systems and use appropriate security measures.

## Career Opportunities

- Data Analysts.
- Software Developers/Managers.
- Database Analysts/Developers/Administrators.
- IT Project Managers.
- Computer and Information Security Specialists/Managers.
- Cloud data engineers.
- Network Administrators/Managers.
- Web Developers.



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# Diploma in Computer Graphics & Animation

## Program Description

The Diploma in Computer Graphics & Animation program's mission is to maintain a high-quality study plan that delivers state-of-the-art knowledge and skills in graphics design and 3D animation. The program enables you to achieve excellence in digital graphics design, 3D animation, and motion arts.

## Objectives and Skills

- Demonstrate an understanding of the field of computer graphics and animation.
- Demonstrate an understanding of the underpinning principles of 2D graphic images, 3D graphics, modelling, texturing, and shading.
- Apply knowledge and acquire skills to solve computer graphics and animation problems.
- Use relevant software tools to create and manipulate graphic images, animations, webpages, 3D models in multiple formats, video editing and special effects.

## Career Opportunities

Graduates of this program typically work in the following areas:

- Advertising Agencies and Companies.
- Print & Publishing Companies.
- Magazines and News Papers Houses.
- Design Centers.
- Exhibitions and displays Field.
- TVs & Broadcasting.
- Media and Video Production Houses.
- Animation Studios and Gaming.
- Internal Design Firms.
- Architecture Firms.
- Entertainment Fields.
- Educational Field.
- Government.
- Self-employed/Freelance.



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# Faculty Of Medical and Health Sciences

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The Faculty of Medical and Health Sciences is committed to preparing professional and competent healthcare professionals.

Our programs are structured to provide students with a range of knowledge, skills, and competencies that will equip them to meet the requirements of the healthcare sector in the UAE. Graduates will be prepared to enter the healthcare profession and be eligible for licensure, certification, and advanced education.

# Bachelor of Health Management

## Program Description

The Bachelor of Health Management program provides you with the skills necessary to succeed in healthcare management. You will be exposed to a wide range of topics, including financial management, marketing management, leadership, quality assurance, and electronic health records, among other relevant courses. You will also learn more about management, decision theories, planning, health economics, budgeting, and health systems operations.

## Objectives and Skills

- Establish budget and departmental goals and objectives.
- Analyze the structure of the healthcare industry in the UAE to improve healthcare decisions that impact patients and providers.
- Improve healthcare quality by using controls, skills, and tools to evaluate performance, improve processes, and ensure patient safety and satisfaction.
- Develop strategies to increase efficiency and quality of care.
- Monitor finances, e.g., patient charges, billings, and fundraising.
- Verify and ensure that the healthcare facility complies with all rules and regulations required by law.
- Ensure smooth communication with departments and the public.
- Apply observation, interpretation, problem solving, and critical thinking skills necessary to analyze events, procedures, and functions.

## Career Opportunities

- Health Services Manager.
- Health Operations Manager.
- Healthcare Quality Improvement Coordinator.
- Financial Manager in the Healthcare Industry.
- Healthcare Financial Analyst.
- Healthcare Policy Analyst.
- Medical Sales Representative.
- Healthcare Compliance Officer.
- Hospital Administrator/Manager.
- Healthcare Marketing and Business Development Specialist.
- Healthcare Consultant & Strategist.
- Health Insurance Coordinator/Manager.
- Insurance Agent.
- Medical Administrative Assistant.
- Healthcare Project Manager.



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# Bachelor of Applied Health Sciences in Health Information Management.

## Program Description

The Health Information Management program is designed based on the American Health Information Management Association (AHIMA) curriculum. You will be exposed to a wide range of topics, including biomedical sciences, precision medicine, public health, human health and disease prevention, epidemiology, and biostatistics, with an emphasis on the latest health information systems. You will also learn about databases, business intelligence, health information systems analysis and design, and many other current topics.

## Objectives and Skills

- Technological competency and confidence in working with various systems.
- Ability to work quickly and accurately, familiarity with regulations (e.g. ICD10).
- Analytical skills working with reports from large data sets for data analysis, Big Data, data mining and business intelligence.
- Manage and maintain electronic health data and information.
- Monitor and manage the revenue cycle, various medical coding, and reimbursement processes.
- Improve clinical documentation, regulatory compliance, auditing, and fraud surveillance policy.
- Analyze the organization of national and global health policy and be able to design and maintain effective health systems and subsystems.
- Analyze and design 'health information management systems' to make informed decisions and ensure the protection and security of health information.

## Career Opportunities

- Health information manager/consultant.
- Clinical Coding Specialist.
- Medical Records Auditor.
- Medical Claims Manager.
- Medical Insurance Coordinator.
- Information Access and Disclosure Specialist.
- Health Information Technician.
- Quality Improvement Specialist.
- Healthcare IT Project Manager.
- Medical and Health Services Manager.
- Senior Compliance Specialist/Analyst.
- Medical Coding Auditor.
- Health Data Analyst.



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# Bachelor of Science in Respiratory Care

## Program Description

The Bachelor of Science in Respiratory Care program prepares you to work in the hospital and health care industry as ( Respiratory Care Specialists/ Respiratory Therapists/ Respiratory Care Practitioners ), who care for the patients suffering with diverse respiratory and related disorders. The program offers clinical exposure as an integrated component of the curriculum, to facilitate the learning curve of the students to gain the required competencies through clinical case scenarios and develop high level of professionalism throughout their academic journey.

## Objectives and Skills

- Prepare students for the cognitive, technical, and affective learning domains of respiratory care.
- Educate future respiratory care professionals in the science and art of respiratory care, providing fundamental clinical skills, developing professionalism and ethical behavior.
- Develop competencies in clinical and critical thinking skills necessary for the effective and safe delivery of respiratory care modalities.
- Exhibit exemplary professionalism parallel to the ethical standards of the medical sector.

## Career Opportunities

Graduates of this program typically work in the following areas:

- Multidisciplinary adult ICUs.
- Paediatric and neonatal ICUs.
- Emergency departments.
- Pulmonary rehabilitation centres/ Home care.
- Pulmonary Function and Sleep laboratories.
- Asthma/COPD education.
- Academics.
- Research centres/ Respiratory Scientists.
- Medical equipment companies.



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# Bachelor of Science in Emergency Medical Care

## Program Description

The Bachelor of Science in Emergency Medical Care program prepares you to work in the hospital and health care industry as Advanced Paramedics/ Emergency Medical Technologists, providing support and assistance primarily to patients who are in the out-of-hospital scenes, with medical or trauma emergencies. The program offers field experience as an integrated component of the curriculum to develop the required emergency care skills through clinical case scenarios and develop high level of professionalism throughout their academic journey.

## Objectives and Skills

- Provide a professional educational program in Emergency Medical Care.
- Prepare professional and competent paramedics to meet the growing needs of the healthcare sector in the Emirate of Abu Dhabi, the UAE, and the region.
- Exhibit exemplary professionalism parallel to the ethical standards of the medical profession and in accordance with the teachings and values of the UAE.
- Prepare students for recognition by accredited international certification bodies.

## Career Opportunities

Graduates of this program typically work in the following areas:

- Road Ambulances.
- Air Ambulances.
- Emergency Departments.
- Police departments.
- Military medicine.
- Academics.
- Research centres.
- Medical equipment companies.



النجاح يبدأ بك  
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# Bachelor of Science in Medical Laboratory Analysis

## Program Description

The Bachelor program in Medical Laboratory Analysis aims at preparing knowledgeable, highly skilled graduates who are skilled in using up-to-date instruments and biochemical, microscopic, molecular, and immunological techniques to analyse blood, tissues, and other medical specimens. The program offers clinical and lab experience as an integrated component of the curriculum. The program allows you to develop an in-depth knowledge and skills in medical laboratory practice to provide essential information about the presence, extent, or absence of molecular levels of disease process to physicians and other health care professionals.

## Objectives and Skills

- Provide a professional educational program in Medical Laboratory Sciences.
- Develop professional, competent laboratory technologists to meet the growing needs of the healthcare sector in the Emirate of Abu Dhabi, the UAE, and the region.
- Exhibit a high level of professionalism that matches the ethical standards of the medical profession and in accordance with the teachings and values of the UAE.
- Prepare students for recognition by accredited international certification bodies.

## Career Opportunities

Graduates of this program typically work in the following areas:

- Clinical Laboratories.
- Hospitals.
- Research centres.
- Blood banks.
- Medical equipment companies as clinical application specialists.
- Academics.



النجاح يبدأ بك  
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# Bachelor of Science in Medical Diagnostic Imaging

## Program Description

This program provides a set of knowledge, skills, and competencies that prepare you to meet the requirements of the medical and health sector. Diagnostic Medical Imaging is one of the most important tools used for diagnosing and identifying potential health problems early, thereby aiding in their prevention. This rewarding field has experienced rapid development with the emergence of advanced imaging techniques such as Magnetic Resonance Imaging (MRI), Computed Tomography (CT), and Positron Emission Tomography (PET). Consequently, patients and their families can avoid surgical procedures, treatments, or imaging procedures that could place additional strain on them.

## Objectives and Skills

- Perform diagnostic imaging examinations using the latest technology.
- Prepare equipment as needed.
- Critique the images to ensure proper positioning.
- Process digital images accurately and apply the necessary post-processing techniques.
- Adapt imaging techniques to handle complicated or traumatic cases.
- Work efficiently within the healthcare team.

## Career Opportunities

- Radiographer / Radiography Technologist.
- Radiation Protection Officer (RPO).
- PACs (picture archiving and communication system) Administrator.
- Clinical Instructor/Preceptor.
- Research Assistant.
- Application Specialist.



النجاح يبدأ بك  
Success starts with you



# Diploma in Health Management

## Program Description

The Diploma in Health Management is a comprehensive program that provides you with a solid foundation in healthcare administration and management. It prepares you for entry-level positions in healthcare organizations and serves as a springboard for further education or career advancement in the field of healthcare management.

## Objectives and Skills

- Recognize health management concepts, practices, and theories.
- Demonstrate proficiency in how legal and ethical issues impact the delivery of healthcare services.
- Demonstrate specific knowledge and skills in management, decision-making, communication, planning, and organizing.
- Analyze the advantages and disadvantages of interdisciplinary healthcare delivery.
- Analyze macro and micro factors affecting the performance of healthcare organizations.
- Recognize the methods used in planning, implementing, evaluating, and marketing healthcare organizations.
- Present concepts through oral and written communication skills in English or visually through illustrative and technical rendering.
- Evaluate and utilize appropriate investigative and research strategies, Internet sources, and software applications when developing a body of work, design brief, or seeking inspiration.

## Career Opportunities

- Healthcare Administrative Assistant.
- Medical Office Manager.
- Healthcare Services Coordinator.
- Quality Improvement Coordinator.
- Healthcare Customer Service Representative.
- Healthcare Compliance Assistant.
- Patient Access Coordinator.
- Healthcare Consulting Assistant.
- Medical Staff Coordinator
- Health Services Research Assistant.
- Health Program Assistant.
- Healthcare Operations Assistant.
- Healthcare Human Resources Assistant.



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# Diploma in Medical Laboratory Analysis

## Program Description

The Diploma in Medical Lab Science program prepares you to work in the medical laboratory sector, using up-to-date instruments and biochemical, microscopic, molecular, and immunological techniques to analyze blood, tissues, and other medical specimens. You will learn to provide essential information about the presence, extent, or absence of disease to physicians and other healthcare professionals.

## Objectives and Skills

- Acquire and interpret knowledge to apply in the medical laboratory setting.
- Demonstrate knowledge of current technological advances and evidence-based medical laboratory best practice.
- Acquire knowledge of the principles and safety regulations of clinical laboratory instrumentation.
- Exhibit a range of technical skills to analyze clinical specimens, interpret test results, recognize, and solve errors.
- Demonstrate the ability to propose differential diagnoses in clinical cases.
- Demonstrate skills in the use of standard and advanced medical laboratory instruments and information technology.
- Demonstrate skills in producing appropriate documentation, including reports of diagnostic results.

## Career Opportunities

Graduates of this program typically work in the following areas:

- Clinical Laboratories.
- Hospitals.
- Research Centers.
- Blood Banks.
- Medical Equipment Companies.



النجاح يبدأ بك  
Success starts with you



# Faculty Of Media & Public Relations

النجاح يبدأ بك  
Success starts with you



The Bachelor of Mass Communication offers three specializations – Public Relations, Advertising, and Digital Media. We have designed the program to meet the specific needs and growing demands of the dynamic media sector, which is constantly seeking skilled, creative professionals.

The comprehensive program prepares students for various career paths, including government entities, media production companies, satellite and radio stations, and digital media organizations.

You will gain hands-on experience in studios and laboratories equipped with the latest technology, in addition to field applications. We will provide you with the media and communications competencies to build on your creativity and provide you will a competitive edge to excel in your chosen media field.

# Bachelor of Mass Communication Concentration in Public Relations (Arabic Language)

## Program Description

The Bachelor of Mass Communication with concentration in Public Relations will prepare you to deliver PR messages effectively within the modern communications environment. This Major will teach you how to craft, deliver and position your PR messaging to maximum effect and to operate successfully as a public relations professional in an ever-changing communications context.

## Objectives and Skills

- Defining public relations in traditional and contemporary contexts.
- Description of public relations functions in modern societies.
- Explanation of the theoretical foundations of public relations.
- Description of planning operations in public relations.
- Explanation of the different functions of the Public Relations Manager.
- Applying the principles of management to the organization's relations with the different public groups.
- Description of media formats and formulas used in public relations.
- Developing effective messages for diverse audiences.
- Designing and implementing public relations campaigns using various means.
- Applying technical principles in the production of printed, audio, visual and electronic materials for public relations.

## Career Opportunities

- Public Relations Specialist.
- Media Researcher.
- Information Analyst.
- Ceremonies and Protocol Supervisor.
- PR Manager.
- Protocol Employee in Governmental Agencies.
- Media Officer in Embassies and Consulates.
- Exhibitions and Conferences Organizer.
- Social Media Specialist.
- Content Creator.



النجاح يبدأ بك  
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# Bachelor of Mass Communication Concentration in Digital Media (Arabic Language)

## Program Description

The Bachelor of Mass Communication in Digital Media enables you with both the technical skills and critical awareness to communicate effectively in digital media environments. Courses focusing on media literacy will address ethical issues in social media, digital marketing, and radio & TV broadcasting, and consider the implications of technological innovation in creating media production. A problem-solving approach will be used throughout.

## Objectives and Skills

- Defining digital media and describing its functions in modern societies.
- Explaining theoretical foundations of digital media and its artistic forms across different channels.
- Planning for digital media, writing scenarios of various types and forms for diverse purposes.
- Applying technical principles in producing digital media content in various forms.
- Producing written, audio, and visual digital media content.
- Proficiency in handling image processing applications, audio, editing software, and design.
- Innovation in new methods and ideas for producing digital content.

## Career Opportunities

- Journalistic Editor (Digital-Print).
- Media Producer.
- Media Programs Presenter.
- Digital Content and Social Media Manager.
- Media Researcher.
- Information Analyst.
- Correspondent.
- News Broadcasting Editor.
- Program Producer.
- Photographer.
- Web content specialist.
- Graphic designer.



النجاح يبدأ بك  
Success starts with you

# Bachelor of Mass Communication Concentration in Advertising (Arabic Language)

## Program Description

The Bachelor of Mass Communication with concentration in Advertising will teach you market analysis, innovation development, strategic brand positioning and brand design to the development of convincing advertising campaigns. You will apply all the skills required for an international career start in companies, organizations, and agencies.

## Objectives and Skills

- Defining the advertising in traditional and contemporary contexts.
- Describing the functions of advertising in modern societies.
- Explanation of the theoretical foundations of the advertisement.
- Describing the advertising operations.
- Explanation of the marketing functions of the advertisement.
- Applying marketing principles to advertising activities
- Describing the technical forms and forms of advertising in various media.
- Producing effective advertising texts.
- Applying technical principles in the production of printed, audio and visual matters and electronic advertising.

## Career Opportunities

- Advertising Specialist.
- Marketing Researcher.
- Information Analyst.
- Advertising Campaigns Organizer.
- Media planner.
- Graphic designer.



النجاح يبدأ بك  
Success starts with you



# The Tuition Fees

## Faculty of Business

**Abu Dhabi**  
Campus

**1150** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**1050** Dhs  
Per Credit Hour

## Faculty of Media

**Abu Dhabi**  
Campus

**1200** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**1050** Dhs  
Per Credit Hour

## General Education

**Abu Dhabi**  
Campus

**1100** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**990** Dhs  
Per Credit Hour

## Faculty of Engineering

**Abu Dhabi**  
Campus

**1550** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**N/A**

## Faculty of IT

**Abu Dhabi**  
Campus

**1200** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**990** Dhs  
Per Credit Hour

## Faculty of Medical & Health Sciences (Health Management)

**Abu Dhabi**  
Campus

**1300** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**1050** Dhs  
Per Credit Hour



**Faculty of Medical  
& Health Sciences**  
(Health Information Management)

**Abu Dhabi**  
Campus

**1300** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**N/A**

**Faculty of Medical  
& Health Sciences**  
(Medical Laboratory Analysis  
and Diagnostic Imaging)

**Abu Dhabi**  
Campus

**1350** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**1150** Dhs  
Per Credit Hour

**Faculty of Medical  
& Health Sciences**  
(Respiratory Care &  
Emergency Medical Care)

**Abu Dhabi**  
Campus

**1400** Dhs  
Per Credit Hour

**Al Ain**  
Campus

**N/A**

## Other fees are as follows:

Admission (first semester)	<b>500<sup>AED</sup> one time</b>
Registration (50% in short semesters)	<b>500<sup>AED</sup> / Semester</b>
Books and Study Materials	<b>300<sup>AED</sup> / Course</b>
Student Services (50% in short semesters)	<b>650<sup>AED</sup> / Semester</b>
IT Lab	<b>600<sup>AED</sup> / Course if applicable</b>
Studio / Lab	<b>150<sup>AED</sup> / Semester if applicable</b>
Diploma Certificate Fee	<b>200<sup>AED</sup> one time</b>
Bachelor Certificate Fee	<b>200<sup>AED</sup> one time</b>
Graduation Fees (first semester)	<b>500<sup>AED</sup> one time</b>
Health Services Fees (50% in short semesters)	<b>100<sup>AED</sup> / Semester</b>
English Level Fee	<b>3300<sup>AED</sup> for each level</b>

# Admission Requirements:

## For Bachelor's Programs:

### 1- High School Certificate/ Equivalency:

- Applicants must have a recognized and official Secondary School Certificate or its equivalent showing successful completion of secondary education.
- Applicants from private schools will only be accepted if the school is licensed by the Ministry of Education in the UAE.
- Students must have achieved a minimum score of 60% in line with the regulations of the Ministry of Education to be admitted to LC programs depending on the major
- Applicants from foreign schools that follow systems of education applied in their native countries, which have two levels of secondary school education, must have completed the higher level of secondary education to be admitted. Those students need to seek the equivalence to the UAE secondary school certificate from MOE.

The following is the list of high school certificates with the needed attestation and/or equivalence needed:

High School Certificate	Attestation Needed	Documents Required	Equivalency
Government Schools Certificate (Scientific, Literary, Industrial, Commercial, General, or Advanced Track)	MOE	Original Certificate OR Copy of Secondary School Certificate attested from the MOE	NO
American System Certification inside UAE	School + MOE	Original Certificate OR Copy of Secondary School Certificate attested from the MOE	YES
British System Certification	School + MOE	Original Certificate OR Copy of Secondary School Certificate attested from the MOE (transcript showing successful completion of grade 12)	YES
ADNOC Certification	ADNOC Institute + MOE	Original Certificate OR Copy of Secondary School Certificate attested from the MOE (transcript showing successful completion of grade 12)	YES

High School Certificate	Attestation Needed	Documents Required	Equivalency
ANY High School Certificate from UAE	MOE	Original Certificate OR Copy of Secondary School Certificate attested from the MOE (transcript showing successful completion of grade 12)	YES
Certification from Gulf Cooperation Council states	School + MOE + UAE Embassy +UAE Ministry of Foreign Affairs	Original Certificate OR Copy of Secondary School Certificate attested from the MOE (transcript showing successful completion of grade 12)	NO
Certification from Arab Countries	School + MOE + UAE Embassy + UAE Ministry of Foreign Affairs	Original Certificate OR Copy of Secondary School Certificate attested from the MOE (transcript showing successful completion of grade 12)	YES

## 2- English Requirement

- All programs except those offered in the Arabic Language require the student to meet the English requirement achieving of the following:
- 1100 on the EMSAT English 5.0 on IELTS 61 on TOEFL IBT, or 173 on TOEFL CBT, or 500 on TOEFL ITP

## 3- EMSAT Requirement

- Some programs require students to pass EMSAT subject requirements.
- Passing the EMSAT requirement could be replaced by either passing SAT subject tests or placement tests at LC or taking and passing remedial courses.

### Important Notes:

- An English proficiency certificate must be no older than two years.
- Students who do not meet the required English proficiency language will be allowed to register for English level and courses from the General Program.
- English-level attendance is mandatory.
- The student needs to pass the English requirement (EMSAT, TOEFL, or IELTS) before pursuing his/her regular program.



## Additional Documents

To apply for any program offered by LC, you must submit the following after completing the online application:

- Original or certified copy of Secondary School Certificate attested by the UAE Ministry of Education including average requirements as per major sought.
- Equivalence to the UAE secondary school certificate (if needed)
- Copy of a valid passport (and residence visa for expatriates).
- Copy of UAE National Family Registry for UAE nationals.
- Valid UAE Identity Card (EID).
- One recent passport-sized coloured photograph.
- A no-objection certificate to study for male nationals from the National & Reserve Service.
- Original English proficiency certificate (IELTS, TOEFL, or EmSAT) if applicable.
- Official transcript and course syllabi from other universities for credit transfer if applicable.
- AED 500 as a first payment (non-refundable).

## For Diploma Programs:

- Meet the minimum average requirement of 60% in the national secondary school certificate or its equivalent.
- Meet the minimum English requirement by obtaining a score of 1100 on EMSAT English, or 5.0 on IELTS, or 61 on TOEFL IBT, or 173 on TOEFL CBT or 500 on TOEFL ITP.

If high school requirements are not met, applicants may be accepted, provided that they register in 3 remedial courses to be determined according to the degree requirements and the grades of relevant subjects in the high school certificate English score according to the program requirement.

Detailed information on requirements, majors, application process, fees, and scholarships or financial aid could be found on the LC website.

lc.ac.ae



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# Student Prospectus

Academic Year  
2023 - 2024

Feel free to  
contact us

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**info@lc.ac.ae**

