SYMBIOSIS INTERNATIONAL UNIVERSITY
DUBAI

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Legacy of more than 50 years of Excellence in Quality Education

Undergraduate Catalog 2024-25
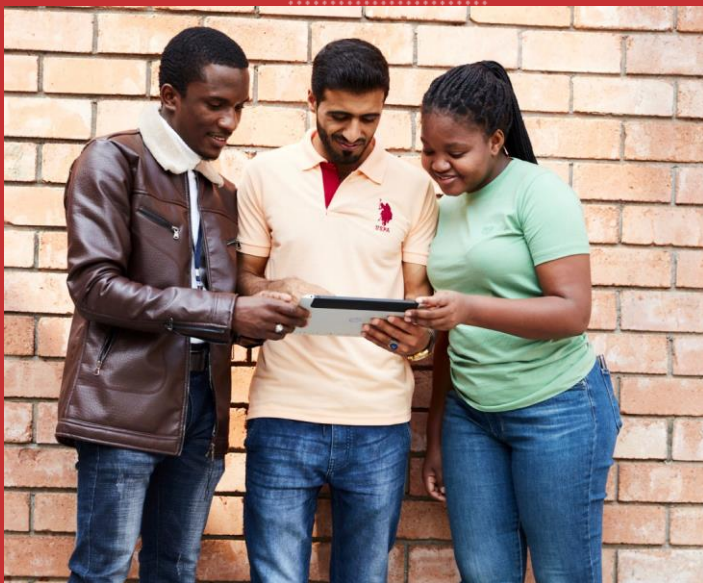
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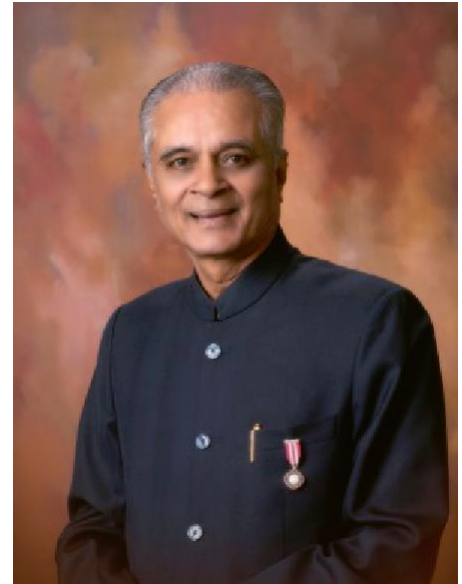
SYMBIOSIS

INTERNATIONAL UNIVERSITY

The World is One Family

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Chancellor's Message

Prof. (Dr.) S. B. Mujumdar
Founder & President, Symbiosis
Chancellor, SIU

Symbiosis was established in 1971, with the motto of 'Vasudhaiva Kutumbakam' the world is one family. Dedicated to promoting international understanding through quality education, Symbiosis is happy to now bring its commitment to a globally valued, multidisciplinary education to students in the UAE.

The university's strong global linkages are testament of its proactive approach to providing an internationalized learning experience to all its staff and students. The same standards of teaching-learning-research and pastoral care will create a conducive learning environment at its SIU, Dubai campus, leading to overall student well-being.

We look forward to welcoming students from Africa and Asia, in addition to the large Indian diaspora in the Gulf, to our new campus. This diversity will enrich the educational experience by bringing together perspectives from different cultural backgrounds. The focus on helping students

realize their potential aligns with our broader goal of education, which is not just about imparting knowledge but also empowering individuals to reach their personal and professional aspirations.

Our emphasis on multidisciplinary education is forward-thinking. Encouraging students to choose courses from multiple disciplines and broaden their perspectives is rooted in the need to be aware of the

interconnectedness of knowledge in the real world today. The overarching goal of creating globally valued graduates indicates our commitment to preparing students for success in an increasingly interconnected and globalized world.

This emphasis on diversity, multidisciplinary education, and international engagement will help us position SIU, Dubai as a hub for holistic and globally centered learning.

I extend a warm welcome to students to become a part of our rich legacy and experience the highest standards of learning at Symbiosis.

Dr. Vidya Yeravdekar
Principal Director, Symbiosis
Pro Chancellor, SIU

Symbiosis upholds its motto "Vasudhaiva Kutumbakkam" the world is one family in all its pursuits. The diverse backgrounds of the students who come here from 85 countries from all across the world, contribute to an international environment. The wide milieu of ideas that are brought to the table through the interactions and collaborations among students both inside and outside the classroom are contributive in enhancing the students' intellectual acuity.

The establishment of the Dubai campus is a significant step towards enhancing the inclusivity and diversity, that is predominant in all the Symbiosis' campuses. The University's global outreach and dedication to creating global citizens has been a guiding force behind its several initiatives.

As one of the largest Universities in India, Symbiosis has strong global linkages and an educational portfolio that boasts of excellent infrastructure, well-equipped classrooms, accommodation and an environment that assists students in realising their potential while embracing diversity. The interdisciplinary studies will allow students to choose from across multiple disciplines thus broadening their perspective and helping them gain knowledge of various domains, which makes them more adaptable to a global environment. I am sure that students from the Gulf region, West Asia and Africa, and a huge Indian diaspora in the Gulf Region, will benefit from this campus.

Through the multidisciplinary education at the Dubai Campus, we aim to create globally valued graduates and expose students and faculty to international, intercultural and comparative aspects.

On behalf of the University, I wish you success and welcome you to the Symbiosis family!

Dr. Ramakrishnan Raman
Vice Chancellor, SIU

Dear Prospective Students and Parents,

It is with great pleasure and enthusiasm that I extend my warmest greetings on behalf of Symbiosis International University as we embark on a momentous journey to establish our first-ever campus outside India, right here in the vibrant and dynamic city of Dubai, United Arab Emirates.

Symbiosis International University has a rich legacy of over five decades, nurturing academic excellence and fostering a global perspective among students and faculty. Founded in 1971 by the visionary Prof. Dr. S.B. Mujumdar, our institution has been a second home for countless international students, embodying the ideals of "World as One Family" derived from Vedic thought.

The name 'Symbiosis' epitomizes the harmonious relationship we share with our international students, representing a mutually enriching bond between India and the global student community. Committed to promoting international understanding through the provision of top-tier education, we have proudly welcomed students from more than 85 countries, creating a truly diverse and vibrant learning environment.

Our journey continues as we extend our footprint to Dubai, the thriving heart of the United Arab Emirates. This new campus will offer a range of courses initially focusing on Management, Computer Studies, and Media. However, our vision is to expand into a broader spectrum of disciplines, including Engineering, Medicine, and many others, ensuring a comprehensive educational experience for our students.

As we set forth on this exciting endeavor, we are committed to upholding the same standards of academic excellence, cultural diversity, and innovation that have defined Symbiosis throughout its history. Our Dubai campus will not only provide world-class education but also foster a dynamic and inclusive learning atmosphere where students from diverse backgrounds can thrive and excel.

I invite you to explore this catalog and discover the myriad opportunities that await you at Symbiosis International University in Dubai. Whether you are a prospective student or a parent seeking the best education for your child, we are here to support your aspirations and provide a holistic learning experience that will shape your future.

We look forward to welcoming you to our Symbiosis family and to the exciting educational journey that lies ahead. Together, let us embrace the spirit of knowledge, exploration, and global collaboration.

Executive Director's Message

Dr. Amitabh Upadhya
Executive Director, SIU Dubai

Hello,

It is with a sense of pride and delight that I welcome you all to the newest branch campus of Symbiosis International University (SIU) in Dubai UAE, which is also its first overseas campus. Symbiosis carries a legacy of over five decades having carved out a unique niche for itself on the Indian educational landscape for its scholarly quality, high teaching & learning standards, and world-class infrastructure. Symbiosis is a highly ranked University and a first-choice institution for a large number of bright students, not only from within India but from around the globe earnestly following its vision of "Promoting International Understanding through Quality Education". Synonymous for distinctive higher education options, Symbiosis hosts over forty thousand students, pursuing various under-graduate, graduate and doctoral programs in business management, computer technology, medical science, mass-communication, law, humanities and many more, from eighty-five countries at its multiple campuses across India that keep buzzing with academic, cultural and sporting activities all around the year.

At the Dubai campus, which is centrally located at the Dubai Knowledge Park, Symbiosis is initially offering three programs in Business Management (BBA/MBA), Computer Application (BCA) and Mass Communication (BAMC) with futuristic specializations such as Artificial Intelligence & Machine Learning, Data Science & Data Analytics, Strategic Management & Leadership, Innovation & Entrepreneurship, Digital Marketing & Advertising, to name a few. The curriculum is designed to inculcate knowledge, skills and competencies which equips you with futuristic tools, techniques and attitude to face the fast changing and often unpredictable world head-on, and succeed in pursuit of your chosen profession.

Symbiosis, following its core values of 'Vasudhaiva Kutumbakam' (the world is one family) and Diversity & Inclusion amongst others, is committed to bring to Dubai a distinctive dimension of academic rigor and practice, that matches the spirit of the dynamic and diverse environment of the United Arab Emirates. With the approval of the UAE Ministry of Education, qualifications offered by SIU Dubai, shall not only be internationally recognized but truly global in their applicability anywhere in the world.

On behalf of the Symbiosis International University, I invite you to join this unique family of professionals & leaders who are contributing meaningfully to their society and global community for decades. A wonderful opportunity awaits here to take you along a path of delightful learning that fosters a pleasant, spirited and compassionate personality. I wish you all the very best in your academic and professional pursuits.

An Affair that Founded Symbiosis

The journey of a thousand miles begins with a single step. But, it is the first step that involves deliberation and much hesitation. The Symbiosis journey however began with a surge of enthusiasm spurred on by an incident that, in itself, makes a poignant tale.

"It was an afternoon on a hot day. I was standing near the window of my house overlooking the first hostel block, of which I was the rector. A strange thing happened. A girl walked up to the window of the boys' hostel room, quickly handed over something and disappeared. My curiosity was aroused and I kept watching the girl walking up to the window day after day and suspected, like any other rector would, that an affair was afoot. So one day, I made up my mind and walked up to the door and knocked. When the door opened, I saw a Mauritian student lying in bed. His face was pale and his eyes seemed to have sunken low. I was puzzled." "When I turned to the boy for an explanation, he said, 'Sir, I have an attack of jaundice & I'm feeling extremely weak. I cannot stand up, nor walk a few steps. A girl from my country brings me food. However, since ladies are not allowed to enter the boys' hostel, she hands over the tiffin box through the window.' I was stunned. After all, it wasn't the type of 'affair' I had expected. I was very much pained & decided something had to be done about this. That was the instance, the golden moment that Symbiosis was born. "Symbiosis is a term in life science, meaning 'living together of two different organisms, for the benefit of each other'. Dr. Mujumdar, himself a professor of botany, thought this name apt for the institution. Thus, the institution was founded to alleviate the problems faced by foreign students coming to India. At the time, these problems included - accommodation, meals, medical care, guidance, coaching, information about the city, etc.

Symbiosis has come a long way since then. Today it is home to students from more than 85 different countries. These students are offered the best learning resources, industry exposure, a strong international students' alumni network, a global recognition, and above all, a truly enriching Indian experience.

SYMBIOSIS INTERNATIONAL UNIVERSITY, PUNE, INDIA

Symbiosis International University is a vibrant ecosystem where cultures interweave, minds expand, and the future takes shape. Founded in 1971 with the vision of "Promoting International Understanding through Quality Education," Symbiosis has become a beacon of multicultural learning, welcoming students from over 85 countries. Symbiosis draws inspiration from the ancient Vedic philosophy of *"Vasudhaiva Kutumbakkam,"* meaning "The World is One Family."

Symbiosis International University was established in 2002, and has campuses in six cities across four states, each pulsating with the energy of international students and academic excellence. This spirit of inclusivity manifests in every aspect of the university, from its diverse student body to its commitment to building bridges between nations. The University offers a kaleidoscope of academic programs, ranging from undergraduate degrees to doctoral studies, diplomas and certificate programs. Whether your passion lies in management, law, computer science, medical and health sciences, media communication, design, engineering or humanities, Symbiosis International University has a path for you.

The university is a champion of research and innovation, fostering a culture of exploration and discovery. The university boasts dedicated research centers where faculty and students collaborate on ground breaking projects, pushing the boundaries of knowledge. The university provides more than just academic rigor; it cultivates a vibrant student life filled with opportunities for growth and connection. From cultural events and sports teams to social initiatives and service learning projects, students learn, thrive, and build lifelong friendships in a diverse and dynamic environment. Symbiosis is deeply committed to the cause of "Health for All."

Choosing Symbiosis International University is choosing more than just a university; it's choosing a community, a family, and a world of possibilities. Come experience the magic of a truly international education, where diversity is celebrated, innovation thrives, and your future takes flight.

Campuses in India

NOIDA

Nashik

Nagpur

Pune

Hyderabad

Bengaluru

Symbiosis International University (SIU), Dubai

Vision
Promoting international understanding through quality education

Mission
To nurture a vibrant learning community with a strong focus on integrating local and global practices of teaching-learning-evaluation, research-innovation, global citizenship, and aimed at building a sustainable future.

Graduate Attributes

Attributes	Facilitation and Monitoring	Outcomes
Scholarship: research, inquiry and lifelong learning	Teaching- learning process, curriculum design, updating of curriculum in emerging areas, student centric teaching methodologies, project based learning, research projects, case studies	Participating in student conferences, publishing research papers/ case studies in student journals, supporting faculty as research and teaching assistants, desire for seeking further higher education
Global citizenship: ethical, social and professional understanding	Projects, internships, field trips, service learning and extension activities, ensuring diversity on campus, promoting social sensitivity offering the 'Vasudhaiva Kutumbakam' SIU Global Citizenship (mandatory) course to all the students	Interest in volunteering and working for social causes, cross cultural sensitivity, ability to work in cross cultural groups, increased cross cultural competence
Eco-literate: sensitivity towards a sustainable environment	Programs/courses related to environment sustainability, participation in activities related to environment/ecology preservation, environment projects and study tours	Environmental understanding and sensitivity among students, involvement in NGOs, and commitment to eco-friendly spaces
Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living	Domain specific expertise, training/internship with industry, enhancement and value-added courses, Co-curricular activities. Assessments that include presentations, public speaking and oratory, class leads, team learning and group activities.	Program appropriate placements, entrepreneurial opportunities, good team work skills, work ethic, understanding of corporate /organizational working, successful internships

Core Values

The core values which drive all activities of SIU, Dubai are:

Vasudhaiva Kutumbakam **(the world is one family):** SIU, Dubai is committed to this all-encompassing principle that aims to promote global citizenship and respect for diversity;

*Diversity and Inclusion***:** SIU, Dubai is committed to promote diversity and inspires tolerance and embraces inclusiveness;

*Integrity and Honesty***:** SIU, Dubai promotes the values of honesty, integrity and trustworthiness;

Transparency and Accountability: SIU, Dubai follows principles of ethics, openness, reliability, and responsibility towards all its stakeholders

*Social Commitment and Gender Equity***:** SIU, Dubai is committed to community engagement and environment sustainability, and being alive and responsive to the needs and challenges of local, national and global communities

*Innovation***:** SIU, Dubai promotes creativity, entrepreneurship and a spirit of inquiry as we work to find solutions to the many shared challenges we face as a global community.

Rankings and Accreditation

QS WORLD UNIVERSITY RANKINGS SUSTAINABILITY 2024

Ranked amongst the top
1051-1100 universities (Overall),
& 661 in Governance

QS ASIAN UNIVERSITY RANKINGS 2024

Ranked in the
261-270 band in
universities in Asia

THE Times Higher Education

The University is ranked among the top 201-250 Universities in Asia by the Time Higher Education

Asia Ranking 2023

THE WORLD UNIVERSITY RANKINGS

The Times Higher Education
World University Rankings 2023
• Ranked Between 801-1000 Globally (Overall)

• 437th Citation Rank Globally

• 23rd in India (Overall)

THE World University Rankings 2023 by Subject

• Ranked in the 401-500 band in Social Sciences
• Ranked in the 501-600 band in Business & Economics
• Ranked in the 501-600 band in Accounting & Finance
• Ranked in the 401-500 band in Computer Science
• Ranked in the 601-800 band in Engineering

QS I-GAUGE INDIAN UNIVERSITY RATING DIAMOND

Awarded QS I-GAUGE - DIAMOND
rating in Indian colleges
and universities

NAAC

National Assessment and Accreditation Council (NAAC)
The University has been accredited for three cycles.
• 'A++' grade in 2022
• 'A grade' in 2016
• 'A grade' in 2009

nirf

National Institutional Ranking Framework 2023
• 32nd among Universities
• 59th Overall
• 6th in Law Category
• 17th in Management category

AACSB ACCREDITED

MBA program of a Constituent in India is AACSB accredited.

apqn ASIA-PACIFIC QUALITY NETWORK

The only Indian University to have received the
Asia Pacific Quality Label (APQL)

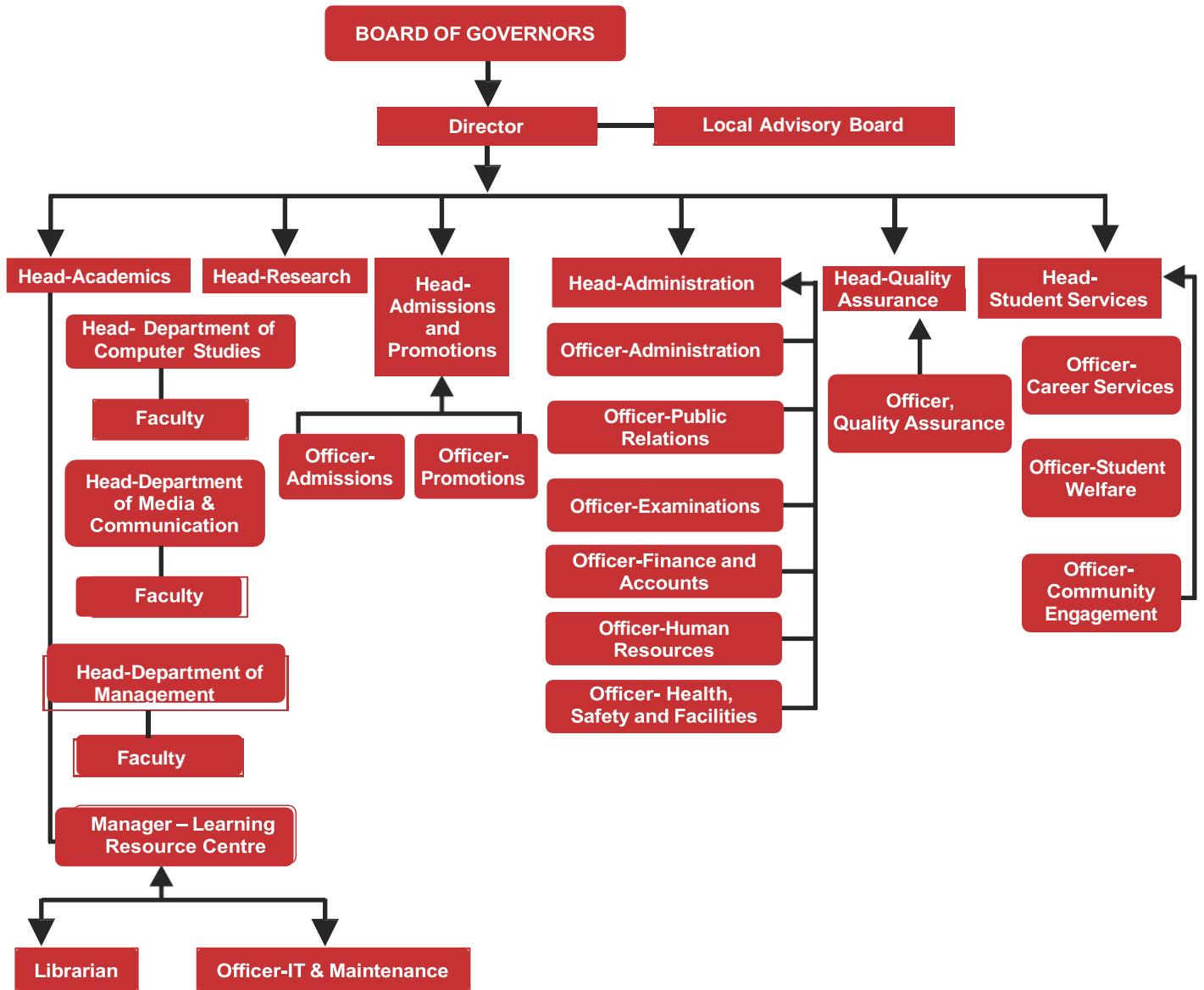**ARIIA ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENTS**

Atal Ranking of Institutions on Innovation Achievement 2021 has ranked
the University at no.10 in the category "University & Deemed to be
University (Private/Self Financed)"

SIU International Partners

The parent institution has multi-level academic partnerships with well ranked universities from across the world. These collaborations are also available for SIU, Dubai faculty and students

University / Institute	Country
National Taiwan Normal University	Taiwan
University of Cologne	Germany
Aston University	UK
Universität Hamburg, UHH- Faculty of Humanities	Germany
RUDN University	Russia
National University of Ireland (NUI) Galway	Ireland
Swinburne University of Technology	Australia
University of Adelaide	Australia
University of Queensland	Australia
Jagiellonian University of Kraków	Poland
Bond University	Australia
University of Johannesburg	South Africa
Sungkyunkwan University	South Korea
Deakin University	Australia
University of Ghent	Belgium
University of Cape Town	South Africa
Leiden University	The Netherlands
The University of Waikato (Te Piringa- Faculty of law)	New Zealand
ISEG Lisbon School of Economics & Management	Portugal
Macquarie University	Australia
Loughborough University	UK
KTH Royal Institute of Technology	Sweden
Amsterdam School of International Business- Amsterdam University of Applied Sciences	Netherlands
University of Bristol	UK
University College Dublin	Ireland
Western Sydney University	Australia

Organisation Chart

BOARD OF GOVERNORS

Director — **Local Advisory Board**

Head-Academics

Head-Research

Head-Admissions and Promotions

Head-Administration

Head-Quality Assurance

Head-Student Services

Head- Department of Computer Studies

Faculty

Head-Department of Media & Communication

Faculty

Head-Department of Management

Faculty

Manager – Learning Resource Centre

Librarian

Officer-IT & Maintenance

Officer-Admissions

Officer-Promotions

Officer-Administration

Officer-Public Relations

Officer-Examinations

Officer-Finance and Accounts

Officer-Human Resources

Officer- Health, Safety and Facilities

Officer, Quality Assurance

Officer-Career Services

Officer-Student Welfare

Officer-Community Engagement

Governing Body

The Board of Governors shall consist of eminent persons capable of contributing to and upholding university ideals and traditions.

Constitution:

i)   Principal Director, Symbiosis   - Chairperson

ii) Two eminent experts, from UAE   - Members

iii) One person representing the industry/business/ alumni from UAE region   - Member

iv) Vice Chancellor of the parent institution   - Member

v) Two persons nominated by the Board of Management of the parent institution   - Member

vi) One person nominated by the Symbiosis Trust   - Member

vii) The Director, Symbiosis International University, Dubai, UAE   -Secretary

Institution's resources and physical setting

The parent institution has identified a site for establishing their SIU, Dubai campus. The campus at the Dubai Knowledge Park has modern classrooms, well-equipped computer laboratories, dedicated prayer halls and comfortable staff areas; every detail crafted to support the entire academic journey of the student. An expansive Learning Resource Centre and efficient administrative facilities ensure hassle-free learning, while student services and dedicated support infrastructure guarantee a smooth and enriching experience.

Institutional Licensure and Program Accreditation

Symbiosis International University Dubai is officially licensed by the Ministry of Education, United Arab Emirates, to award degrees/qualifications in higher education. All undergraduate degree programs are accredited by the Commission for Academic Accreditation (CAA) of the Ministry of Education, United Arab Emirates.

Academic Calendar – AY 2024-25

Semester	Start Date	End Date	No. of Weeks/Days
Fall (Semester I) starts	Monday, September 9, 2024	Friday, January 10, 2025	16 weeks
Winter Break	Sunday, December 22, 2024	Sunday, January 5, 2025	14 days
Preparatory leave	Saturday, January 4, 2025	Sunday, January 5, 2025	2 days
Examination	Monday, January 6, 2025	Friday, January 10, 2025	5 days
College Events / Activities	Monday, January 13, 2025	Friday, January 31, 2025	18 days
Spring (Semester II) starts	Monday, February 3, 2025	Friday, June 6, 2025	16 weeks
Spring Break	Saturday, April 5, 2025	Saturday, April 19, 2025	2 weeks
Preparatory leave	Saturday, May 31, 2025	Sunday, June 1, 2025	2 days
Examination*	Monday, June 2, 2025	Friday, June 6, 2025	5 days
Summer Break	Monday, June 9, 2025	Monday, September 8, 2025	13 weeks

List of Holidays

Date	Holidays
September 15, 2024	Prophet Muhammad's Birthday
December 1, 2024	Commemoration Day
December 2, 2024	National Day
December 3, 2024	National Day Holiday
January 1, 2025	New Year's Day
March 29 to April 1, 2025	Eid al-Fitr Holiday
June 5, 2025	Arafat Day
June 6 to June 8, 2025	Eid al-Adha
June 26, 2025	Islamic New Year
September 4, 2025	Prophet Muhammad's Birthday

- Semester breaks and national day holidays are subject to confirmation from Ministry of Higher Education and Scientific Research

- Islamic holidays can only be confirmed once Official Government announcements are made. The dates mentioned in the calendar are tentative and subject to change due to unforeseen circumstances.

Undergraduate Programs Offered

Bachelor of Business Administration-120 credits
- Bachelor of Business Administration
- Bachelor of Business Administration - Accounting and Finance

....

Bachelor of Computer Applications-120 credits
- Bachelor of Computer Applications - Artificial Intelligence and Machine Learning
- Bachelor of Computer Applications - Cloud Computing
- Bachelor of Computer Applications - Data Science and Data Analytics

....

Bachelor of Arts (Mass Communication)-120 credits
- Bachelor of Arts in Mass Communication - Digital Marketing and Advertising
- Bachelor of Arts in Mass Communication - Public Relations and Corporate Communication

Program Accreditation

Undergraduate programs are accredited by the Commission for Academic Accreditation (CAA) of the Ministry of Education, UAE.

Admissions

Your Gateway to Success: Undergraduate Admissions at Symbiosis International University, Dubai.

Embark on an enriching academic journey at SIU, Dubai! We offer a diverse range of undergraduate and graduate

programs designed to equip you with the knowledge, skills, and confidence to thrive in the field of Business Management, Computer Studies, and Media & Communication.

Fuel your passion, step-by-step:

Discover your passion: Find the program that sparks your academic flame and fuels your career aspirations.

Check your readiness: Each program has specific entry requirements. Go through the Catalog and ensure you meet the eligibility criteria regarding grades, test scores, and English proficiency.

Showcase your brilliance: Gather your academic transcripts, test scores, and glowing recommendations. Make sure everything's clear and in line with our requirements.

Beyond the Form: If short-listed, you will be invited to share your strengths in a personal interview. Be ready to showcase your communication skills, critical thinking, and reasons why you'd thrive in the SIU, Dubai community.

Decision Time: After a thorough review, we will notify you of our decision. Keep an eye on your email and the application portal for updates.

Celebrate and secure your seat: Got an offer? Congratulations! Review the terms, accept within the deadline, and submit any additional documents. Now, get ready for a transformative journey at SIU Dubai!

For admission related queries: email to admissions@siu-dubai.ac.ae

Important Dates (Tentative)	
Applications open	March 31, 2024
Applications close	May 31, 2024
Shortlisting and Notification for Personal Interaction	June 14 to June 21, 2024
Personal Interaction dates	June 21 to July 5, 2024
Announcement of Merit List	July 19, 2024
Payment of Semester I fee	July 19 to July 31, 2024

Undergraduate Admissions

All applications for admissions of students at SIU, Dubai will be verified and routed through an Admission Committee.

Eligibility Criteria:

- Proficiency in English
- Academic Eligibility

Proficiency in English:

English Skills for SIU, Dubai: Meet the minimum score on any of these accepted tests:

- IELTS Academic (5.0)
- Paper-based TOEFL (500)
- Internet-based TOEFL (61)
- Computer-based TOEFL (173)
- EmSAT English (1100)
- Other CAA/MoE approved tests.

Original scores are a must! Request certified copies, sent directly from the testing organization.

Need a boost? SIU's English bridge course can help if you fall short of the above English proficiency scores. Send an email to **admissions@siu-dubai.ac.ae** for more details.

Candidates can then join the program after successful completion of this bridge course.

Stay updated! MoE may revise approved tests and scores. Check their website for latest info.

Academic Eligibility

A minimum of 60% or equivalent at the 12th grade is required to be eligible to apply for undergraduate programs at SIU, Dubai.

These qualifications meet the mark:

- Indian Boards (CBSE/HSC/ISC): Minimum 60% in 12th grade.

- International Baccalaureate: IB Diploma with minimum 4000-word Extended Essay, completed CAS and TOK requirements.

- IB Course (Certificate): Minimum 24 credits, passing 3 HL and 3 SL subjects.

- British Exams (GCE/IGCSE/GCSE): Minimum 5/4 subjects in A, B, C grades (including English) at O Level and 2/3 subjects at A Level. Specific subjects required for professional courses.

- Ontario Secondary School Diploma: Minimum 6 "U/M" courses.

- American High School Diploma: Overall average of Grade "C" (2.4/4.0).

- UAE Secondary School Certificate: 60% at Advanced/Elite track or 65% at General track.

- WAECO/NECO (Africa): Minimum 3 "B" and 4 "C" grades.
  Pakistan: 60% overall in Grade 12.
  Philippines: 60% overall in Grade 12 (Academic track).

Important Notes for SIU, Dubai Applicants:

- We accept applications before final 10+2 results, but passing is required before program starts.

- No compartments allowed. Students who fail any subject in their final results are not eligible.

- Double-check your program! Each program has unique requirements.

- Meeting the bar is key. Admission depends on fulfilling all program-specific eligibility criteria.

- Completing the application doesn't guarantee acceptance.

- Submit all documents.

Documents to be uploaded for your SIU, Dubai application:

Academic Records:

- 10th and 12th Mark Sheets (Front and Back): Scan both sides of your mark sheets. If they're not in English, include certified English translations.

- Predicted Score or Pre-Board Marks (If applicable): Get your principal's endorsement on school letterhead.

- Passport and Identity: Photocopy of Valid Passport: Make sure it's clear and current.

- Personal Statements:
- Statement of Purpose (1000 words): Reflect on your strengths, weaknesses, academic achievements, and goals for SIU, Dubai.
- Two Original Letters of Recommendation: Seek them from teachers or principals who've known you for at least two years.
- CV (Curriculum Vitae): Highlight your experiences and accomplishments.
- English Proficiency:
- English Proficiency Test Results: Prove your language skills with an accepted test.
- Payment Proof:
- Application Fee Payment Receipt: Show you've paid the fee via SWIFT/NEFT/RTGS transfer.

Application Fee per program: 1500 AED

Selection Procedure:
Selection Step-by-Step

- Merit matters! Your academic record, English skills, personal statement, recommendations, and CV all play a role in getting shortlisted.
- If shortlisted, prepare for the Admission Committee interview.
- You'll receive an email with one of three outcomes:
- Offer: Congratulations! Secure your spot by paying the fees mentioned in your Offer Letter.
- Waitlist: Stay hopeful! You might still get accepted if openings arise.
- Regret: Keep your chin up! Explore other options and apply again for the next admission cycle.

Admission Confirmation Letter:
On confirmation of the receipt of fees, the student will be considered as 'Provisionally Admitted' to SIU, Dubai and a letter (via email) to this effect will be sent to the student. This letter will include the formalities to be completed at the time of joining the program at the university.

The student provisionally admitted will have to report in person on the dates mentioned in the Admission Confirmation letter to complete the joining formalities. The provisional admission of the student will be confirmed only after completion of the eligibility formalities.

Student VISA:
It is mandatory for all foreign students to have a valid UAE residence visa to study in the UAE.

Documents required to be submitted for confirmation of eligibility and admission:
- Mark sheet of 10th Std./ equivalent
- Mark sheet of 12th Std./ equivalent
- Equivalence Certificate (if applicable)
- Passing Certificate
- English Proficiency Test Result
- Migration Certificate to be submitted in original (if applicable)
- Transfer Certificate to be submitted in original (if applicable)
- Change of Name Certificate by Government Gazette (if applicable)
- Passport Copy (if applicable)
- Valid Visa (if applicable)
- Valid Residential Permit (if applicable)
- Gap Certificate for students with a gap of one year or more in their education (if applicable)
- Anti-Ragging/Hazing Affidavit by Student
- Anti-Ragging/hazing Affidavit by Parent
- Indemnification Undertaking by Student
- Indemnification Undertaking by Parent

Important Note for SIU, Dubai Applicants:

- Bring your paperwork! On admission day, have copies of all uploaded documents (listed above) for confirmation and eligibility check.
- Originals matter! Don't forget to bring the original copies of all your documents for SIU, Dubai's team to verify.
- Be prepared! Having everything ready ensures a smooth start to your SIU, Dubai journey.
  For admission related queries: email to **admissions@siu-dubai.ac.ae**

Scholarships

To empower ambitious learners, and to ignite their academic journeys, we proudly unveil merit based attractive scholarships designed specifically for undergraduate and graduate students.

Merit based scholarships will be awarded on the basis of the following documents uploaded along with the application form:

- Nationality
- Sex
- Academic Credentials

SIU, Dubai Inaugural Scholarship for the year 2024-25

- **Scholarship Opportunities for All Undergraduates:** Dedicated to rewarding academic excellence, we offer merit-based scholarships for all undergraduate programs. Apply now and potentially receive substantial financial assistance towards your entire degree.

SIU, Dubai Women Empowerment Scholarship for the year 2024-25:

- **Undergraduate Programs:** All Emirati female applicants are eligible for a significant scholarship, covering a substantial portion of your program fees throughout your studies.

Tips:

- Apply Early – Deadlines vary, so check the website for your specific program.
- Seek Guidance – The Admissions Team is happy to answer your questions and support you throughout the admission process.

  With dedication, the right program, and this guide as your compass, you're well on your way to joining the vibrant academic community at Symbiosis International University, Dubai. We wish you the best of luck on your admission journey!

Student Services

Library: The library has a great ambience with a reading hall and a reference section. It also has a digital library and internet browsing facility with e-books and online databases. Apart from this, SIU Dubai shall provide to its students, through various co-operative agreements with other libraries and learning resource centres based locally. This shall greatly benefit our students by expanding access to resources and enhancing learning opportunities. The Library shall remain open from 9.00 am to 8.00 pm from Monday to Friday. Students are requested to refer to the Student Handbook and Library Manual for details of Library usage policies and procedures.

Emotional Well-being: SIU, Dubai is committed to supporting the overall, holistic health & well-being of its students & staff.

Extra-Curricular activities: There are ample opportunities for students to showcase their talents and pursue their interests through a diverse range of extracurricular and co-curricular activities and competitions.
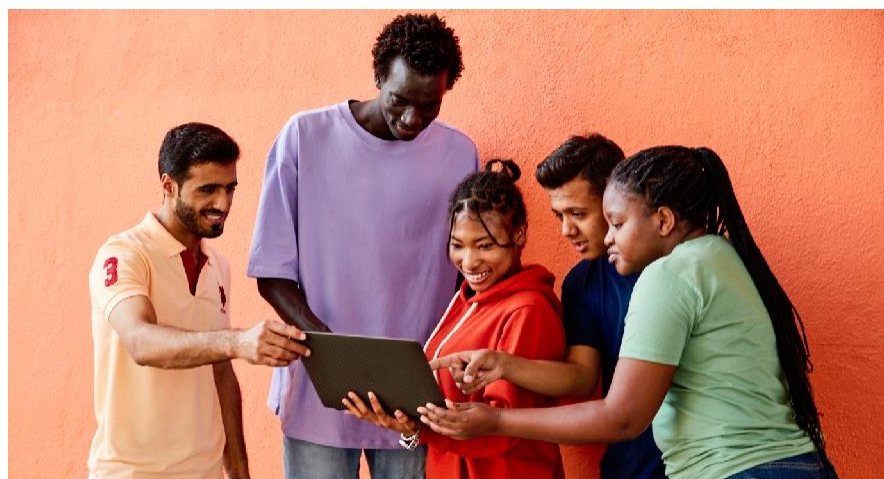
Code of Conduct

The Code of Conduct helps maintain an appropriate sense of order that allows the pursuit
of the desired graduate attributes in a safe and fair environment. SIU, Dubai prioritizes a respectful, inclusive, and academically enriching environment for all. By following these guidelines, you contribute to a community of excellence and unlock your full potential as a student.

Respect and Inclusion:
- Treat everyone with respect, regardless of their background or beliefs. Discrimination based on race, color, religion, gender, etc. is strictly prohibited.
- Uphold the law and avoid any unlawful conduct.

Commitment to SIU, Dubai:
- Embrace the university's mission, values, and ethos. Follow all rules and regulations, even as they evolve.
- Contribute to a safe and inclusive campus environment free from harassment or discrimination. SIU, Dubai has a zero-tolerance policy towards sexual harassment and offers resources for support and reporting.

Academic Expectations:
- Maintain a minimum 75% attendance to be eligible for semester exams. Manage personal and extracurricular activities within the allotted 25% absence limit.
- Aim for at least 90% attendance to participate in the SIU, Dubai placement process.
- Complete assignments and academic activities on time, regardless of personal challenges. Be self-motivated and strive for excellence in your studies and extracurriculars.

Professionalism and Conduct:
- Dress appropriately, including wearing uniforms during guest lectures and seminars.
- Smoking, alcohol, and drugs are strictly prohibited on campus. Violations will result in disciplinary action, including expulsion.

Continuous Improvement and Communication:
- Be aware that curriculum, fees, and procedures may evolve as SIU, Dubai grows and adapts. Updates will be communicated regularly.
- If you have any concerns, utilize the proper channels to address them with the relevant committees.

Student Dress Code:
SIU, Dubai embraces a community rich in diverse cultures and backgrounds. In keeping with this spirit, we encourage students to dress in a way that reflects both professionalism and respect for the cultural and religious ethos of the UAE.

Grievance Redressal:
SIU, Dubai is committed to providing a fair, safe, and productive learning environment for all students. It provides services and extends all possible help to students in order to create a conducive environment, imbibing values, ethics and morals. It has a well-defined Grievance Redressal mechanism to resolve any grievances.

Appeals

Any student(s) aggrieved by the decisions taken summarily by the Director/ Head-Student Services (without forwarding the case to the CDC) may wish to file an appeal before the Campus Disciplinary Committee within a period of seven (7) working days. Any person aggrieved by the decision of Campus Disciplinary Committee may wish to file an appeal before the Director, SIU, Dubai within a period of seven (7) working days.

Procedure for Appeal:

The student aggrieved by the decision of the Director / Head-Student Services may prefer an appeal in the prescribed format before the Campus Disciplinary Committee within a period of seven (7) working days. The students aggrieved by the decision of the Campus Disciplinary Committee may prefer an appeal in the prescribed format before the Director, SIU, Dubai within a period of seven (7) working days. The Director may set up a committee or may seek the assistance of external experts as the case may be to investigate all relevant documents, findings and recommendation(s) related to the case. After hearing all the concerned parties and considering all the available materials on record, the Director shall take just and fair decisions. This decision shall be final and binding on all parties

Appeals before the Campus Disciplinary Committee:

The following procedure shall be followed to inquire and decide with the appeals before the Campus Disciplinary Committee:

- Any aggrieved student can file an appeal with the Campus Disciplinary Committee within seven (7) working days.

- The Member Secretary of the Campus Disciplinary Committee shall send a notice of hearing to the appealing student(s) and/ or parents (wherever applicable) and the Director within five (5) working days from receipt of the appeal in the prescribed format.

- The appealing student(s) shall be given a just and fair opportunity of hearing. They may, if they so desire, file their written statements. Under exceptional circumstances, either party may produce additional document(s) or lead additional evidence(s).

- The Campus Disciplinary Committee, in appropriate cases may permit the appearance of a party through electronic/online means.

- Either party does not have the right to legal representation during the appeal.

- The University shall arrange for inspection of documents, material, statements etc., if so desired, on the respective campus. The Committee shall follow the principles of natural justice while inquiring and deciding with the appeal.

- After hearing all the concerned parties and considering all the available materials on record, the Campus Disciplinary Committee shall take just and fair decisions. The Member Secretary of the Campus Disciplinary Committee shall communicate the decision of the Campus Disciplinary Committee to the appealing students/ concerned parties, with a copy to the Director and Officer, Student Welfare, within three days after the hearing.

- The Member Secretary shall communicate the decision of the appeal(s) to the appealing student(s)/parent(s), and the Director SIU, Dubai with a copy to the Campus Disciplinary Committee members and the Officer-Student Welfare.

- Either party may prefer a second appeal against the decision of Campus Disciplinary Committee before the Director, SIU, Dubai within three (3) working days after receiving the decision.

- The Officer-Student Welfare shall make a monthly report of all cases and submit it to the Director, SIU, Dubai.

Academic Integrity

SIU, Dubai upholds the principles of academic integrity. Academic misconduct can include acts of cheating, plagiarism (the representation of words, expressions, productions, or creative works of another as one's own, including presenting the work of current courses that is the same as a previous submission for another course without obtaining the instructor's permission), fabrication of facts and assignments, buying or selling of examination papers or assignments, failing to comply with the code of conduct for examination, and will result in appropriate punishment as detailed in the Student Handbook.

- At SIU, Dubai, integrity, courtesy, and consideration are not just words, they are the pillars of our academic community. We believe in fostering a learning environment where everyone feels respected and can thrive through honest effort.

- However, we understand that mistakes can happen. If any concerns about academic misconduct are raised, a competent authority will investigate and take appropriate action based on the severity of the issue.

- To be clear, academic misconduct, including plagiarism and unfair means during assessments, has no place at SIU, Dubai. We encourage all students to uphold the highest standards of academic integrity, not just to avoid consequences, but because it strengthens your learning and promotes fair competition.

- While this list provides examples of disruptive conduct and academic misconduct, it is not exhaustive. We reserve the right to address any behavior that undermines the university's mission or disrupts the learning environment.

- The Code of Conduct serves as a detailed guide to ethical behavior and expected conduct at SIU, Dubai. We encourage you to familiarize yourself with it to ensure a smooth and successful academic journey.

- Remember, fostering an environment of integrity benefits everyone. By embracing honesty and respect, we all contribute
to a vibrant and supportive learning community where everyone can reach their full potential.

Understanding of Credits:

SIU, Dubai follows the internationally recognized practice of considering 1-semester credit equal to approximately 1 hour of time in class per week over a semester of 15 weeks or longer.

For the experiential learning component of courses or laboratory or studio-based courses, 1-semester credit requires two hours of experiential learning (laboratory time or studio time, etc.) which will be considered equivalent to 1 hour of class time.

SIU, Dubai regards 60 credits relevant to the specialization as fulfilling the requirements of a major within a program and 24 course credits relevant to the specialization as fulfilling the requirements of a minor within a program.
Core courses are discipline-specific courses that students in a particular program have to complete irrespective of specialization (major).

Bachelor of Arts (Mass Communication)

Program Learning Outcomes

The General Education component of the program includes 22 credits and aims to help students gain knowledge of local / regional history and culture and foundational skills necessary for their success in the undergraduate programme.

General Education Program		
Learning Outcomes		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate an understanding of the history and culture of the UAE and its impact on the socio-economic environment of the country and the region.	Knowledge
PLO 2	Apply critical thinking, innovation, and entrepreneurship skills to design sustainable solutions for contemporary challenges	Skill
PLO 3	Illustrate adequate Numerical, Computation, Communication, and Social skills necessary for academic success	Skill

BA(MC) Program Learning Outcomes aligned with QF*Emirates*: Level 7 (Bachelors' Degree)

Program –BA (MC)		
Learning Outcomes Upon the successful completion of the program, students will be able to:		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate an understanding of concepts and theories of communication in digital marketing, advertising, public relations, and corporate communication.	Knowledge
PLO 2	Critically assess the historical evolution of media forms and evaluate the impact of professionals and institutions on the development of digital marketing, advertising, public relations, and corporate communication.	Knowledge
PLO 3	Demonstrate advanced communication and information technology skills by creating media content that meets professional standards and caters to specific audiences and purposes	Skill
PLO 4	Apply innovative and advanced domain-specific knowledge to analyze real-world communication problems and propose evidence-based solutions critically.	Competence – Autonomy and Responsibility
PLO 5	Lead the development and implementation of modern tools and technologies for media production, creative design, and both digital and non-digital communications research.	Competence – Role in Context
PLO 6	Operate independently and professionally as an entrepreneur or team member to enhance organizational productivity and efficiency through effective communication strategies.	Competence – Self development

Academic fee and charges

Sr. No.	Description	Year 1		Year 2		Year 3		Year 4		Total Fees in AED
		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	
	Bachelor of Arts (Mass Communication) BA (MC) **Weekday: Payment Plan – Academic Fees & Charges**									
1	Academic Fee	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	1,68,000
2	Graduation Fee	-	-	-	-	-	-	-	500	500
3	Security Deposit (refundable)	4,000	-	-	-	-	-	-	-	4,000
	Total	**25,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,500**	**1,72,500**

Medical and Visa** charges for overseas students seeking student visa shall be AED 5,000 in the first year, renewable every year for AED 3500/-

Note:

- Application Fee (non-refundable) will be charged @ AED 1,500 per program (inclusive of VAT).

- Any other charges incurred on behalf of the student/ to provide services to the student will be charged at actuals.

- Backlog Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.

- Graduation Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.

- *Medical Insurance and Visa charges (non-refundable) (inclusive of VAT), will be additional @ AED 5000 for overseas students requiring institutional visa, AED 1,000 will be charged in addition to this for students who are within UAE.

- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.

- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the transfer of the admission.

- A late fee will be applicable for all fee payments that are not paid as per the schedule.

- VAT @ 5% will be charged extra on fees except refundable Security Deposit.

Fees Collection :

- Each SIU, Dubai program listed in the catalogue carries a prescribed fees. Students admitted to a program must pay this prescribed fees on or before the date mentioned in the invoice.

- A fee payment schedule is provided upon admission to admitted student and in case of an installment plan the payment should be made by the 10th of each month.

- The University may allow payment of semester fees in up to two instalments per semester upon request.

Annual Installment Plans

- 1st Installment – Before start of Fall Semester

- 2nd Installment – 8th Week of Fall Semester

- 3rd Installment – Before start of Spring Semester

- 4th Installment – 8th Week of Spring Semester

The fees can be paid through any of the following mode of payment :

- Cash

- Credit or Debit Card

- Cheque

- Direct Bank Transfer

- Website Payment Gateway

- Online Payment Link,

- Payment against Cheque(s) can be done 5 days prior to the date of the presenting the Cheque(s).

- If paying by bank transfer, all bank charges are to be borne by the remitter. Receipts will be issued upon confirmation of the transfer.

- Fees can also be paid at the Fee Counter in the university from 9:00 AM to 3:30 PM on all working days, using cash, cheque, or credit / debit card.

- Students with outstanding dues will have their academic records withheld and will not be allowed to register for the next semester.

Students who pay tuition fees with post-dated cheques must follow the following procedures:

- All Cheque(s) should be made payable to "SYMBIOSIS INTERNATIONAL UNIVERSITY" and the date mentioned on the Cheque(s) should not be later than the 10th of the month.

- In the event of a Cheque being dishonored, the student will be charged with Cheque Return charges as mentioned in the Fees Structure.

- In case of withdrawal from a program by the student, the fee will be processed as per the Refund Policy.

- The rest of the submitted post-dated cheques will be returned.

Program Tuition Fees

Academic Fees	Annual Fees (AED)	Annual Fees In AED (5% VAT incl)
Bachelor of Arts (Mass Communication) BA (MC)	42,000	44,100

Other Fees / Charges	Payment Frequency	Fee - AED
Common Fees		
Application Fee	One Time	1,500 (VAT incl.)
Security Deposit	One Time	4,000
Backlog Fee	As Applicable	500 + 5% VAT
Graduation Fees	One Time	500 + 5% VAT
Visa and Medical Insurance (Inside UAE)	Yearly	6,000 (VAT incl.)
Visa and Medical Insurance (Outside UAE)	Yearly	5,000 (VAT incl.)
Visa and Medical Insurance Renewal	Yearly	3,500 (VAT incl.)
Visa Cancellation Fee (Inside UAE)	One Time	800 (VAT incl.)

Visa Cancellation Fee (Outside UAE)	One Time	2100 (VAT incl.)
Hostel Fee	Monthly	As per chosen accommodation*
Transportation Fees	Monthly	As per pickup point*
Bonafide Letters (Driving License, Embassy, Consulate, Passport Office, Bank, RTA. Etc.)	As Applicable	150 + 5% VAT
Duplicate Transcript charges (per transcript)		100 + 5% VAT
Re-Totalling fee/Re-checking charges		100 + 5% VAT
Degree Certificate changes		150 + 5% VAT
Duplicate Student ID Card		50 + 5% VAT
Duplicate Student Admit Card		50 + 5% VAT
Fines and Penalties		
Late payment fee (Per day)	As Applicable	10 (VAT incl.)
Library Damages	As Applicable	As per incident report
Cheque Dishonor Charges	As Applicable	150 (VAT incl.)

* Hostel Facility - KSK Homes / The Myriad / Yugo Dubailand / Any other
* Transportation - STS Transport/Any Other.

Note - All above mentioned charges are subject to change depending upon factors not under the University's control and shall depend on any change in Government / Immigration charges; Insurance subscription charges; Accommodation provider revising rentals; Transport Provider revising rates etc.

Tuition & Other Fees :

The tuition fees are charged on an annual basis and remains consistent for students who remain continuously enrolled and complete their program. Any instances of program postponement will be handled in accordance with Refund Policy

- Annual fee changes may occur to both tuition fees and other fees; changes in tuition fees will be applied to only new admissions, other fees changes will be applicable to both new admissions and continuing students.

- These changes will take effect at the beginning of each new academic year, and detailed information will be published by the Finance Department beforehand.

- Any change to tuition and other fees shall be announced and broadcasted well in advance on all SIUD communication platforms including the Catalogue of the academic year, prior to the start of each academic year.

Fines & Penalties :

- A late fee payment of AED 10/-per day will be charged if fees are not paid by the due date.

- Any dishonored charges will be subject to a 150 AED fee.

- Exam appearance and access to all University facilities may be restricted in the case that the fee is not paid.

- Any certification including at the completion of a course/program shall be subject to full fees payment as prescribed.

Scholarship / Fee waiver

- The approval of the scholarship is subject to meeting the admission, scholarship criteria and submission of the supporting documents.

- Students who meet the admissions requirements and complete the registration formalities will be offered a fee payment plan in addition to the scholarship / fee waiver granted to them at the time of acceptance.

Bachelor of Arts (Mass Communication)

Degree Structure	Total credits* – 120 (Major** (including discipline-specific core courses) - 60; Minor**- 24; General Education - 22; Social Responsibility Project - 4; Internship - 4; Project - 6) * Satisfactory completion of the following non-credit courses is mandatory for the award of degree: Fitness for Life; Emotional Well-being; 'Vasudhaiva Kutumbakam' SIU Global Citizenship; and Core Environmental Studies ** Every student has to choose a major and a minor (a minor should be an area other than the chosen major) and complete the required credits in the area.
Majors offered	• Digital Marketing and Advertising • Public Relations and Corporate Communication
Minors offered	• Digital Marketing and Advertising • Public Relations and Corporate Communication
Duration	8 Semesters An accelerated program of 7 Semesters may be offered to advanced learners who do not have any pending backlogs and have a minimum CGPA of 7.5 on a scale of 10 at the end of Semester 3.
Credits and Experiential Learning	SIU Dubai offers courses carrying 2 / 3 / 4 / 6 Credits in the BA(MC) Program. Each Credit is equivalent to 15 Classroom Teaching Hours. Each course also contains upto 20% of hours conducted using Experiential Learning methods.
Student Intake	Two intakes - Fall and Spring
Eligibility	A minimum of 60% marks or equivalent grade in Standard XII (10+2) or an equivalent examination from a recognized Board. English Proficiency*: A minimum score of 1100 on the English language portion of the EmSAT examination or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as a TOEFL score of 500 (173 CBT, 61 iBT), or a 5.0 IELTS academic. * Those who do not fulfill the minimum language requirements can complete a bridge course and join the program.
Selection Procedure	The Admission Committee will shortlist the applications based on the student's previous academic track record, English Proficiency Test, Statement of Purpose, Letters of Recommendation, Passport copy and CV (Curriculum Vitae). Shortlisted candidates will be invited for a personal interview. SIU, Dubai will then declare the merit list of the selected candidates.
Fee Structure	Fees per year : AED 42000* * VAT @ 5% will be charged extra • ACADEMIC FEES TO BE PAID IN AED/USD Caution Money Deposit (Refundable) : AED 4000 (To be paid in the 1st year)
Courses* *Note: The list of courses may be periodically revised to assure contemporary relevance	**General Education** • Academic English • Arabic I • UAE : History and Culture • Entrepreneurship, Innovation, and Sustainability • Design Thinking • Cross Cultural Management • Islamic Studies • Business and Managerial Communication

Major Core Courses
• Basic Psychology
• Media Theories with Culture and Communication
• Advertising and Contemporary Culture
• Media Economics
• Fundamentals of Marketing
• Practical: Creation of a Newspaper/Film/Marketing Communication-AD, PR
• Corporate Film Production
• Research Methodology

Public Relations and Corporate Communication
• Introduction to Public Relations Practice
• Consumer Behaviour
• Corporate Communication Strategy
• Event Management
• Corporate Communications in Specialised Sectors
• Political and Advocacy Communication
• Crisis Management in Public Relations
• Global Public Relations
• Corporate Governance and CSR
• Strategic PR and Campaign Planning
• Retail Marketing
• Business Statistics and Market Research

Digital Marketing and Advertising
• Introduction to Advertising
• Digital Marketing
• Data Analytics using MS-Excel
• Social Media Marketing
• Advertising Strategy
• Influencer and Content Marketing
• Advertising and Film Making
• Advertising Design and Creatives
• Digital Branding Strategy
• User Interface Design and No Code App Development
• Sustainable Marketing
• Global Business Environment

Course Description:

Basic Psychology
(3 Credits)

This psychology course provides a strong foundational understanding of human behavior, cognition, and interpersonal dynamics. Students explore topics from fundamental concepts to complex areas such as group behavior, communication, and human sexuality. The course emphasizes critical thinking and practical application for analyzing psychological phenomena in diverse contexts.

Media Theories
with Culture and
Communication
(3 Credits)

This course is a comprehensive exploration of media theory and its profound impact on society, shedding light on the intricate dynamics of mass communication. By focusing on essential theories related to media production, content, form, consumption, and societal effects, students will understand the role media plays in shaping our collective consciousness.

Academic English
(3 Credits)

The course seeks to introduce students to the requirements and practices of academic writing. It will help students learn reading, writing, listening, and speaking skills, specifically emphasizing using the English language in the academic world. It will also include a discussion of critical thinking, argumentation, research, and plagiarism, including citations.

Arabic - I
(3 Credits)

This course has been created for beginners and is intended to enable essential communication using the four skills: reading, writing, listening, and speaking. Students learn to read and write Arabic letters of the alphabet, words, and sentences and build a basic vocabulary.

UAE: History and Culture
(2 Credits)

The course provides a basic introduction to the history, culture, and society of the United Arab Emirates (UAE). It delves into the origins and development of economic and governance structures and also provides an overview of the UAE's future challenges and opportunities in the contemporary world.

Semester II

Media Economics
(3 Credits)

This course serves as a vital bridge between fundamental economic principles and their practical application within the dynamic realm of media. Students, equipped with a foundational understanding of economic theory and methodology, are guided through exploring the emerging field of Media Economics. As prospective employees and entrepreneurs in the media sector, this course aims to empower graduates with insights into the economic intricacies that shape the media industry.

Fundamentals
of Marketing
(3 Credits)

This course serves as an introductory exploration into the fundamental marketing concepts, aiming to equip students with a comprehensive understanding of marketing elements and the overarching marketing process. Through a combination of theoretical foundations, practical examples, and interactive learning experiences, students will gain valuable insights into the dynamic world of marketing.

Design Thinking
(3 Credits)

The Design Thinking course teaches a human-centered, creative problem-solving approach. Based on empathy, ideation, and iteration, it provides a systematic framework for innovative solutions. Students learn different stages of design thinking, value user perspectives, accept ambiguity, and embrace experimentation.

Cross-Cultural Management (3 Credits)	The Cross-Cultural Management course develops knowledge and skills to navigate diverse cultural contexts in global business. It prepares students for leadership roles in international business by emphasizing cultural intelligence and cross-cultural communication. It also helps the students understand the role of culture in society, including its relationship to business practices and also gives an international perspective on managing business. It provides insight into the relationship between national values and workplace attitudes and behaviors in different countries.
Islamic Studies (2 Credits)	The course provides a basic introduction to the history and beliefs of Islam, one of the world's most influential religions. It focuses on the origins and spread as well as its contributions to the contemporary world. The course studies Islam and practices to promote an understanding of its rich heritage and diversity.

Semester III

Business and Managerial Communication (3 Credits)	This course explores key concepts crucial for effective professional interaction. Through a focus on critical thinking development, students will acquire the skills necessary to navigate the dynamics of business communication, fostering excellence in written and verbal communication for both internal and external organizational contexts. The curriculum thoroughly examines theories and practical strategies, empowering students at various levels—managerial, organizational, corporate, individual, and group—to contribute meaningfully to societal engagement and become adept and socially conscious members of the community.
Entrepreneurship, Innovation, and Sustainability (3 Credits)	This course teaches students how to navigate the intersection of entrepreneurship, innovation, and sustainability. It covers fundamental concepts, skills, and strategies needed to start and manage a sustainable business in a challenging and evolving contemporary world. The course emphasizes integrating innovative thinking with sustainable practices, equipping students with the tools to address societal and environmental challenges through entrepreneurial endeavours.
Introduction to Advertising (3 Credits)	This course introduces students to advertising fundamentals, covering key concepts and strategies for creating effective communication campaigns. Students will explore the creative and strategic aspects of advertising, gaining insights into consumer psychology and market positioning to develop impactful advertising messages.
Introduction to Public Relations Practice (3 Credits)	Students will gain a foundational understanding of public relations principles and practices, learning how organizations manage their reputation and relationships with stakeholders. The course covers strategic communication planning, media relations, and crisis management, providing a comprehensive introduction to the field of public relations.
Retail Marketing (3 Credits)	This course focuses on the intricacies of retail marketing, equipping students with the knowledge to navigate the competitive retail landscape. Topics covered include customer behavior, store management, and promotional strategies, preparing students to develop effective marketing plans tailored to the retail sector.
Digital Branding Strategy (3 Credits)	Students will explore the evolving landscape of digital branding, emphasizing strategies to build and manage brand identity in the digital realm. The course covers social media branding, online presence management, and the integration of digital platforms for effective brand communication.

Consumer Behaviour (3 Credits)	This course explores the psychological and behavioral aspects influencing consumer choices, providing students with insights crucial for crafting targeted marketing strategies. Understanding consumer behavior is emphasized as a foundation for developing effective communication campaigns.
Digital Marketing (3 Credits)	Focused on the digital age, this course covers essential aspects of digital marketing, including online advertising, search engine optimization, and social media strategies. Students will gain practical skills in leveraging digital platforms for effective marketing and communication.
Business Statistics and Market Research (3 Credits)	This course covers business statistics and market research techniques, providing a foundation for data-driven decision-making. Students will learn how to gather, analyze, and interpret data to make informed decisions in marketing and business.
Data Analytics using MS Excel (3 Credits)	This practical course equips students with skills in data analytics using Microsoft Excel. Covering data visualization, interpretation, and analysis, students will learn to harness the power of data for effective decision-making in a business context.
Corporate Communications in Specialised Sectors (3 Credits)	Focusing on industry-specific communication challenges, this course explores corporate communication strategies tailored to specialized sectors. Students will understand how to address unique communication needs within specific industries.
Advertising Strategy (3 Credits)	Building on foundational advertising principles, this course delves into strategic aspects of advertising. Students will learn to develop advertising strategies, including campaign planning, target audience analysis, and message development.
Service Learning (4 Credits)	Through Service learning, students have an opportunity to engage with the community and participate in activities that fulfil the needs of society. Students are expected to work in the field, spending a required number of hours in a non-governmental organisation or a service sector area.

Semester V

Corporate Communication Strategy (3 Credits)	This course explores comprehensive corporate communication strategies, dealing with aligning organizational messaging with business objectives. Topics include stakeholder engagement, reputation management, and communication planning at the corporate level.
Crisis Management in Public Relations (3 Credits)	Focused on proactive crisis planning and effective response strategies, this course prepares students to navigate challenges in public relations. Topics include crisis communication, reputation repair, and the role of public relations in managing organizational crises.
Event Management (3 Credits)	Covering the principles and practices of event planning and execution, this course prepares students for the dynamic field of event management. Topics include logistics, promotion, and coordination to create successful and memorable events.
Social Media Marketing (3 Credits)	This course explores the role of social media in marketing, providing students with strategies for building brand awareness, engaging with audiences, and leveraging social platforms for effective marketing campaigns. Emphasis is placed on the dynamic and evolving landscape of social media marketing.

Advertising and Film Making (3 Credits)	In this course, students will immerse themselves in the art and techniques of creating compelling advertising films. Covering scriptwriting, cinematography, and editing, the course emphasizes visual storytelling to effectively communicate brand messages in the dynamic realm of advertising through cinema.
Influencer and Content Marketing (3 Credits)	This course explores the strategic intersection of influencer marketing and content creation. Students will delve into the principles of leveraging influencers, creating engaging content, and developing effective marketing strategies in the evolving landscape of digital media.

Semester VI

Practical: Creation of a Newspaper / Film / Marketing / Communication-AD, PR (3 Credits)	Providing hands-on experience, this practical course allows students to apply theoretical knowledge by creating various communication materials such as newspapers, films, and marketing or communication-related advertisements. Students will gain real-world insights into the creative and strategic aspects of communication.
Corporate Governance and CSR (3 Credits)	Focusing on ethical business practices, this course delves into corporate governance and corporate social responsibility (CSR). Students will explore how organizations integrate responsible and ethical behavior into their operations, addressing societal and environmental concerns.
Global Public Relations (3 Credits)	This course provides a global perspective on public relations, covering international communication strategies, cross-cultural considerations, and the management of global media dynamics. Students will gain insights into navigating the complexities of communication on a global scale.
Sustainable Marketing (3 Credits)	The course provides an introduction to the concept of sustainable marketing and discusses its relevance in the contemporary world. It will also debate strategies suited for sustainable marketing and the challenges in practicing them. It will also discuss issues like the importance of understanding consumer behavior and the role of ethics while engaging in marketing.
User Interface Design and No Code App Development (3 Credits)	The course seeks to help students understand the basics of designing and developing an operational mobile app without using a code app builder. It helps students to apply coding principles and build functional and user-friendly mobile apps.
Corporate Film Production (3 Credits)	Focused on the corporate communication landscape, this course covers the art and logistics of producing corporate films. From scripting to filming and editing, students will learn to create visually compelling narratives for effective corporate communication.

Semester VII

Research Methodology (3 Credits)	The Research Methodology course provides students with the foundational knowledge and skills to conduct rigorous and systematic research across various disciplines. Research is an integral part of academic and professional pursuits, and this course provides an in-depth understanding of the principles, methods, and ethical considerations involved in designing, executing, and presenting research projects. Participants will develop the capabilities to evaluate research literature critically, formulate research questions, develop hypotheses and employ appropriate methodologies to contribute meaningfully to their fields of study.

Strategic PR and Campaign Planning (3 Credits)	In this course, students will delve into strategic public relations planning, campaign development, stakeholder engagement, and crisis management. Emphasis is placed on developing effective communication strategies aligned with organizational goals.
Advertising Design and Creatives (3 Credits)	Focused on the creative aspects of advertising, this course explores design principles, visual aesthetics, and creative ideation. Students will develop skills in crafting impactful advertising materials, including visual elements and creative concepts.
Internship (4 Credits)	An internship is an opportunity for students to gain practical experience in their discipline. Students have an opportunity to apply theoretical knowledge to real-world situations, gain valuable industry experience, and refine essential skills that can enhance their employability and professional growth.

Semester VIII

Advertising and Contemporary Culture (3 Credits)	This course explores how societal trends and values influence advertising strategies and communication approaches by analyzing the intersection of advertising and contemporary culture. Students will critically examine the cultural implications of advertising campaigns.
Political and Advocacy Communication (3 Credits)	This course delves into the principles and practices of political and advocacy communication. Students will study effective messaging and public engagement in political and social spheres, understanding the role of communication in shaping public opinion and influencing change.
Global Business Environment (3 Credits)	The Global Business Environment course is designed to provide students with a comprehensive understanding of the factors influencing international business operations in the context of the globalizing world. Participants will explore the complexities of conducting business across borders and also consider economic, political, cultural, and legal dimensions. The course aims to equip students with the knowledge and skills necessary to navigate the challenges faced and also capitalize on the opportunities presented by the global business environment.
Project (6 Credits)	The Project is an opportunity for students to engage in independent research work under the broad supervision of an advisor. Students can engage in academic research or an industry-rated project. Students have to collate data and use research methods, and discipline-related skills to analyse and present a report.

Bachelor of Business Administration

Program Learning Outcomes

The General Education component of the program includes 22 credits and aims to help students gain knowledge of local / regional history and culture and foundational skills necessary for their success in the undergraduate programme.

General Education Program		
Learning Outcomes		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate an understanding of the history and culture of the UAE and its impact on the socio-economic environment of the country and the region.	Knowledge
PLO 2	Apply critical thinking, innovation, and entrepreneurship skills to design sustainable solutions for contemporary challenges	Skill
PLO 3	Illustrate adequate Numerical, Computation, Communication, and Social skills necessary for academic success	Skill

BBA Program Learning Outcomes aligned with QFEmirates: Level 7 (Bachelors' Degree)

Program – BBA		
Learning Outcomes After successful completion of the BBA / BBA (Accounting and Finance) program, the student will be able to:		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate a comprehensive understanding of concepts and theories relating to accounting, finance, management and associated disciplines.	Knowledge
PLO 2	Apply critical thinking, analytical abilities, and domain knowledge to analyze and solve problems in the global business context.	Skill
PLO 3	Function effectively as a member or leader of a team in managing cross-functional and multicultural teams.	Competence – Role in Context
PLO 4	Design innovative and sustainable business solutions using substantive knowledge and appropriate research methods.	Competence – Autonomy and Responsibility
PLO 5	Integrate ethical and social standards to make informed business decisions.	Competence – Self development

Academic fee and charges

Sr. No.	Description	Year 1		Year 2		Year 3		Year 4		Total Fees in AED
		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	
	Bachelor of Business Administration (BBA) **Weekday: Payment Plan – Academic Fees & Charges**									
1	Academic Fee	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	1,68,000
2	Graduation Fee	-	-	-	-	-	-	-	500	500
3	Security Deposit (refundable)	4,000	-	-	-	-	-	-	-	4,000
	Total	**25,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,000**	**21,500**	**1,72,500**

Medical and Visa** charges for overseas students seeking student visa shall be AED 5,000 in the first year, renewable every year for AED 3500/-

Note:
- Application Fee (non-refundable) will be charged @ AED 1,500 per program (inclusive of VAT).
- Any other charges incurred on behalf of the student/ to provide services to the student will be charged at actuals.
- Backlog Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.
- Graduation Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.
- *Medical Insurance and Visa charges (non-refundable) (inclusive of VAT), will be additional @ AED 5000 for overseas students requiring institutional visa, AED 1,000 will be charged in addition to this for students who are within UAE.
- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.
- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the transfer of the admission.
- A late fee will be applicable for all fee payments that are not paid as per the schedule.
- VAT @ 5% will be charged extra on fees except refundable Security Deposit.

Fees Collection :
- Each SIU, Dubai program listed in the catalogue carries a prescribed fees. Students admitted to a program must pay this prescribed fees on or before the date mentioned in the invoice.
- A fee payment schedule is provided upon admission to admitted student and in case of an installment plan the payment should be made by the 10th of each month.
- The University may allow payment of semester fees in up to two instalments per semester upon request.

Annual Installment Plans
- 1st Installment – Before start of Fall Semester
- 2nd Installment – 8th Week of Fall Semester
- 3rd Installment – Before start of Spring Semester
- 4th Installment – 8th Week of Spring Semester

The fees can be paid through any of the following mode of payment :

• Cash

• Credit or Debit Card

• Cheque

• Direct Bank Transfer

• Website Payment Gateway

• Online Payment Link,

• Payment against Cheque(s) can be done 5 days prior to the date of the presenting the Cheque(s).

• If paying by bank transfer, all bank charges are to be borne by the remitter. Receipts will be issued upon confirmation of the transfer.

• Fees can also be paid at the Fee Counter in the university from 9:00 AM to 3:30 PM on all working days, using cash, cheque, or credit / debit card.

• Students with outstanding dues will have their academic records withheld and will not be allowed to register for the next semester.

Students who pay tuition fees with post-dated cheques must follow the following procedures:

• All Cheque(s) should be made payable to "SYMBIOSIS INTERNATIONAL UNIVERSITY" and the date mentioned on the Cheque(s) should not be later than the 10th of the month.

• In the event of a Cheque being dishonored, the student will be charged with Cheque Return charges as mentioned in the Fees Structure.

• In case of withdrawal from a program by the student, the fee will be processed as per the Refund Policy.

• The rest of the submitted post-dated cheques will be returned.

Program Tuition Fees

Academic Fees	Annual Fees (AED)	Annual Fees In AED (5% VAT incl)
Bachelor of Business Administration (BBA)	42,000	44,100

Other Fees / Charges	Payment Frequency	Fee - AED
Common Fees		
Application Fee	One Time	1,500 (VAT incl.)
Security Deposit	One Time	4,000
Backlog Fee	As Applicable	500 + 5% VAT
Graduation Fees	One Time	500 + 5% VAT
Visa and Medical Insurance (Inside UAE)	Yearly	6,000 (VAT incl.)
Visa and Medical Insurance (Outside UAE)	Yearly	5,000 (VAT incl.)
Visa and Medical Insurance Renewal	Yearly	3,500 (VAT incl.)
Visa Cancellation Fee (Inside UAE)	One Time	800 (VAT incl.)

Visa Cancellation Fee (Outside UAE)	One Time	2100 (VAT incl.)
Hostel Fee	Monthly	As per chosen accommodation*
Transportation Fees	Monthly	As per pickup point*
Bonafide Letters (Driving License, Embassy, Consulate, Passport Office, Bank, RTA. Etc.)	As Applicable	150 + 5% VAT
Duplicate Transcript charges (per transcript)		100 + 5% VAT
Re-Totalling fee/Re-checking charges		100 + 5% VAT
Degree Certificate changes		150 + 5% VAT
Duplicate Student ID Card		50 + 5% VAT
Duplicate Student Admit Card		50 + 5% VAT
Fines and Penalties		
Late payment fee (Per day)	As Applicable	10 (VAT incl.)
Library Damages	As Applicable	As per incident report
Cheque Dishonor Charges	As Applicable	150 (VAT incl.)

* Hostel Facility - KSK Homes / The Myriad / Yugo Dubailand / Any other
* Transportation - STS Transport/Any Other.

Note - All above mentioned charges are subject to change depending upon factors not under the University's control and shall depend on any change in Government / Immigration charges; Insurance subscription charges; Accommodation provider revising rentals; Transport Provider revising rates etc.

Tuition & Other Fees

The tuition fees are charged on an annual basis and remains consistent for students who remain continuously enrolled and complete their program. Any instances of program postponement will be handled in accordance with Refund Policy

- Annual fee changes may occur to both tuition fees and other fees; changes in tuition fees will be applied to only new admissions, other fees changes will be applicable to both new admissions and continuing students.
- These changes will take effect at the beginning of each new academic year, and detailed information will be published by the Finance Department beforehand.
- Any change to tuition and other fees shall be announced and broadcasted well in advance on all SIUD communication platforms including the Catalogue of the academic year, prior to the start of each academic year.

Fines & Penalties:

- A late fee payment of AED 10/-per day will be charged if fees are not paid by the due date.
- Any dishonored charges will be subject to a 150 AED fee.
- Exam appearance and access to all University facilities may be restricted in the case that the fee is not paid.
- Any certification including at the completion of a course/program shall be subject to full fees payment as prescribed.

Scholarship / Fee waiver

- The approval of the scholarship is subject to meeting the admission, scholarship criteria and submission of the supporting documents.
- Students who meet the admissions requirements and complete the registration formalities will be offered a fee payment plan in addition to the scholarship / fee waiver granted to them at the time of acceptance.

Bachelor of Business Administration

Degree Structure	Total credits* -120 (Major** (including discipline-specific core courses) -60; Minor**- 24; General Education - 22; Social Responsibility Project - 4; Internship -4; Project - 6) * Satisfactory completion of the following non-credit courses is mandatory for the award of degree: Fitness for Life; Emotional Well-being; *'Vasudhaiva Kutumbakam'* SIU Global Citizenship; and Core Environmental Studies.
Majors offered	Students will have two options: • BBA (without any Major) • Accounting and Finance
Minors offered	1. Students pursuing the BBA course (without any Major) can choose 24 Credits from a wide range of Electives. 2. Students pursuing BBA (Accounting and Finance) can choose any one of the following Minors: a. Business Studies b. Entrepreneurship and Innovation
Duration	8 Semesters An accelerated program of 7 Semesters may be offered to advanced learners who do not have any pending backlogs and have a minimum CGPA of 7.5 on a scale of 10 at the end of Semester 3.
Credits and Experiential Learning	SIU Dubai offers courses carrying 2 / 3 / 4 / 6 Credits in the BBA Program. Each Credit is equivalent to 15 Classroom Teaching Hours. Each course also contains upto 20% of hours conducted using Experiential Learning methods.
Student Intake	Two intakes - Fall and Spring
Eligibility	A minimum of 60% marks or equivalent grade in Standard XII (10+2) or an equivalent examination from a recognized Board. English Proficiency*: A minimum score of 1100 on the English language portion of the EmSAT examination or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as a TOEFL score of 500 (173 CBT, 61 iBT), or a 5.0 IELTS academic. * Those who do not fulfil the minimum language requirements can complete a bridge course and join the program.
Selection Procedure	The Admission Committee will shortlist the applications based on the student's previous academic track record, English Proficiency Test, Statement of Purpose, Letters of Recommendation, Passport copy and CV (Curriculum Vitae). Shortlisted candidates will be invited for a personal interview. SIU, Dubai will then declare the merit list of the selected candidates.
Fee Structure	Fees per year : AED 42000* * VAT @ 5% will be charged extra • ACADEMIC FEES TO BE PAID IN AED/USD Caution Money Deposit (Refundable) : AED 4000 (To be paid in the 1st year)
Courses* *Note: The list of courses may be periodically revised to assure contemporary relevance	**General Education** • Academic English • Arabic I • UAE : History and Culture • Entrepreneurship, Innovation, and Sustainability • Basic Psychology • Islamic Studies • Design Thinking • Cross Cultural Management

Core Courses
- Business Laws
- Business Mathematics
- Corporate Governance and Ethics
- Research Methodology
- Principles and Practices of Management
- Business Functions – A
- Business Functions – B
- Principles of Microeconomics
- Business Statistics
- Business Accounting

General BBA
- Organizational Behaviour
- Analytics Foundation
- Training and Development
- Performance Management
- Fundamentals of Services Marketing
- Operations Research
- Fundamentals of Quality Management
- Emotional Intelligence for Personal Growth
- Workforce Planning
- Global Business Environment

Accounting and Finance
- Corporate Accounting
- Financial Management
- Company Law
- Auditing
- Working Capital Management
- Financial Reporting and Standards
- Financial Analytics
- Financial Services
- Mergers and Acquisitions
- Advanced Topics in Accounts

Entrepreneurship and Innovation
- Creativity and Innovation
- Risk Management in Entrepreneurship
- Social Entrepreneurship
- Corporate Entrepreneurship
- Technological Entrepreneurship
- Business Modelling and Business Plan
- Funding for Entrepreneurs
- MSME and Family Managed Business
- Building Lean Start-up

Business Studies
- Data Visualization
- Introduction to Digital Marketing
- Consumer Behaviour and Insights
- Fundamentals of Brand Management
- Sales and Distribution Management
- Fundamentals of Quality Management
- Emotional Intelligence for Personal Growth
- Managerial Competencies and Career Development
- Global Business Environment

Course Description:

Principles and Practices of Management (3 Credits)	This course gives students a comprehensive understanding of management principles and their practical application. It covers various theories and managerial roles, including planning, organization, and decision-making. The objective is to provide a holistic perspective on the role of managers in a business organization.
Business Accounting (3 Credits)	This accounting course covers fundamental concepts and principles, teaching students to prepare and comprehend financial statements such as Profit and Loss accounts and Balance Sheets. The course also focuses on interpreting and analyzing financial statements effectively, with an emphasis on staying up-to-date with contemporary developments in accounting standards.
Academic English (3 Credits)	The course seeks to introduce students to the requirements and practices of academic writing. It will help students learn reading, writing, listening, and speaking skills, specifically emphasizing using the English language in the academic world. It will also include a discussion of critical thinking, argumentation, research, and plagiarism, including citations.
Arabic – I (3 Credits)	This course has been created for beginners and is intended to enable essential communication using the four skills: reading, writing, listening, and speaking. Students learn to read and write Arabic letters of the alphabet, words, and sentences and build a basic vocabulary.
UAE: History and Culture (2 Credits)	The course provides a basic introduction to the history, culture, and society of the United Arab Emirates (UAE). It delves into the origins and development of economic and governance structures and also provides an overview of the UAE's future challenges and opportunities in the contemporary world.

Semester II

Business Functions – A (3 Credits)	This course provides an understanding of marketing elements and processes, emphasizing their critical role in business. It covers fundamental concepts, Marketing Mix elements, and related concepts, and fosters strategic marketing skills. By the end of the course, students will have a solid foundation in critical principles and strategies essential for success in the business realm.
Business Functions – B (3 Credits)	This course covers fundamental concepts of Human Resource Management (HRM) such as planning, recruitment, selection, job evaluation, performance appraisal, training development, employee relations, and contemporary trends in HRM. Upon completion, students will be well-prepared for effective engagement in human resource roles across various industries.
Entrepreneurship, Innovation and Sustainability (3 Credits)	This course teaches students how to navigate the intersection of entrepreneurship, innovation, and sustainability. It covers fundamental concepts, skills, and strategies needed to start and manage a sustainable business in a challenging and evolving contemporary world. The course emphasizes integrating innovative thinking with sustainable practices, equipping students with the tools to address societal and environmental challenges through entrepreneurial endeavours.

Basic Psychology **(3 Credits)**	This psychology course provides a strong foundational understanding of human behavior, cognition, and interpersonal dynamics. Students explore topics from fundamental concepts to complex areas such as group behaviour, communication, and human sexuality. The course emphasizes critical thinking and practical application for analysing psychological phenomena in diverse contexts.
Islamic Studies **(2 Credits)**	The course provides a basic introduction to the history and beliefs of Islam, one of the world's most influential religions. It focuses on the origins and spread as well as its contributions to the contemporary world. The course studies Islam and practices to promote an understanding of its rich heritage and diversity.

Semester III

Principles of **Micro Economics** **(3 Credits)**	The Principles of Microeconomics course provides students with a fundamental understanding of the economic principles that govern individual decision-making and the functioning of markets at the micro level. This course introduces the essential concepts and analytical tools used in microeconomic analysis, laying the foundation for a deeper understanding of economic behavior and its impact on society.
Business Mathematics **(3 Credits)**	Business Mathematics course teaches students mathematical concepts and techniques for decision-making in the business world. It integrates math principles with practical applications, emphasizing their relevance to various business scenarios. Students develop quantitative skills for analyzing and solving problems in finance, accounting, management, and other business disciplines.
Organizational **Behaviour** **(3 Credits)**	The Organizational Behaviour course covers the impact of human dynamics on organizational behavior. It explores factors that shape organizational culture, communication, decision-making, and leadership, drawing on psychology, sociology, and management theories. This course helps develop leadership and management skills within diverse organizational contexts through theoretical insights and practical applications.
Corporate Accounting **(3 Credits)**	The Corporate Accounting course covers financial reporting, accounting principles, and analysis within the corporate environment for students pursuing careers in finance, accounting, or business.
Creativity and Innovation **(3 Credits)**	The Creativity and Innovation course teaches the principles, processes, and strategies for creative thinking and innovation. It focuses on developing the skills and mindset required to generate new ideas, solve complex problems, and implement innovative solutions. The course uses theoretical insights, practical exercises, and real-world case studies to develop the creative and innovative competencies necessary for success in today's rapidly changing global environment.
Data Visualization **(3 Credits)**	The Data Visualization course is designed to equip students with the knowledge and skills to transform complex data into meaningful visual representations. In today's data-driven world, effective data visualization is crucial for conveying insights, facilitating decision-making, and communicating information to diverse audiences. This course explores the principles, techniques, and tools used in creating compelling visualizations, focusing on the art and science of presenting data in clear, thoughtful, and aesthetically pleasing ways.

Cross Cultural Management (3 Credits)	The Cross-Cultural Management course develops knowledge and skills to navigate diverse cultural contexts in global business. It prepares students for leadership roles in international business by emphasizing cultural intelligence and cross-cultural communication. It also helps the students understand the role of culture in society, including its relationship to business practices and also gives an international perspective on managing business. It provides insight into the relationship between national values and workplace attitudes and behaviors in different countries.
Design Thinking (3 Credits)	The Design Thinking course teaches a human-centered, creative problem-solving approach. Based on empathy, ideation, and iteration, it provides a systematic framework for innovative solutions. Students learn different stages of design thinking, value user perspectives, accept ambiguity, and embrace experimentation.

Semester IV

Business Laws (3 Credits)	The Business Laws course teaches students about the legal framework governing business transactions and operations. It equips them with the knowledge and skills needed to navigate the complex legal landscape, make informed decisions, and contribute ethically to organizational success.
Business Statistics (3 Credits)	The Business Statistics course teaches students statistical methods for making informed business decisions. Students will develop quantitative skills for success in various business disciplines through theoretical concepts and practical applications.
Introduction to Digital Marketing (3 Credits)	The Digital Marketing course provides a foundational understanding of key concepts, strategies, and tools for online success. It explores fundamental elements like Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, and Data Analytics. Students will develop skills to create effective campaigns.
Risk Management in Entrepreneurship (3 Credits)	The Risk Management in Entrepreneurship course teaches entrepreneurs how to identify, evaluate, and mitigate risks associated with their business venture. Understanding and managing risks is crucial for success in entrepreneurship. The course combines theoretical frameworks, practical tools, and real-world case studies to develop a proactive and strategic approach to risk management.
Consumer Behaviour and Insights (3 Credits)	The Consumer Behavior and Insights course delves into the psychological and sociological aspects influencing consumer choices and purchasing behavior. Understanding consumer behavior is essential for effective marketing strategies. This course provides theoretical frameworks, empirical research, and practical applications to give insights into consumer decision-making.
Social Entrepreneurship (3 Credits)	The Social Entrepreneurship course teaches students to make a positive impact through entrepreneurial ventures that address social and environmental challenges. It emphasizes innovative approaches beyond traditional business models and provides insights into the unique strategies used by social entrepreneurs.
Service Learning (4 Credits)	Through Service learning, students have an opportunity to engage with the community and participate in activities that fulfill the needs of society. Students are expected to work in the field, spending a specified number of hours in a non-governmental organisation or a service sector area.

Financial Management (3 Credits)	The course will help gain a thorough understanding of the tools and techniques used in financial management, develop an analytical and practical approach to making corporate financial decisions, and apply and analyze these concepts in real-life scenarios.
Analytics Foundations (3 Credits)	The Analytics Foundation course explores the fundamental principles, tools, and techniques used in analytics. It equips students with the knowledge and skills for data analysis and strategic decision-making.
Company Law (3 Credits)	The Company Law course offers a comprehensive understanding of the legal framework governing companies. It is designed for students pursuing degrees in law, business or related fields. Through theoretical insights, case studies, and practical applications, students can learn to navigate company law, ensuring compliance and ethical conduct in corporate practices.
Training and Development (3 Credits)	The Training and Development course teaches students to design and implement effective training programs. It combines theory, practice, and hands-on learning to equip students with the skills to manage successful training initiatives in organizations.
Auditing (3 Credits)	The Auditing course teaches students how to examine and evaluate financial information. It aims to ensure the reliability and integrity of financial reporting. Students will learn how to conduct audits, assess internal controls, and contribute to the accountability and transparency of financial information.
Performance Management System (3 Credits)	The Performance Management course teaches students about managing and improving individual and organizational performance. It explores how performance management aligns employee goals with organizational objectives and fosters a culture of continuous improvement. Students learn to design, implement, and evaluate effective performance management systems.
Working Capital Management (3 Credits)	The Working Capital Management course covers the principles, strategies, and techniques to effectively manage a company's short-term assets and liabilities. It is crucial for financial management, liquidity, profitability, and overall financial health. The course equips students with the knowledge and skills to optimize working capital and achieve organizational success.
Fundamentals of Services Marketing (3 Credits)	The Services Marketing course teaches specialized marketing approaches for distinct characteristics that services have. The course covers principles, theories, and applications for implementing effective marketing strategies in service-oriented industries. Students will learn through theoretical frameworks, case studies, and real-world examples to excel in services marketing.
Fundamentals of Brand Management (3 Credits)	The Fundamentals of Brand Management course provides students with a comprehensive understanding of the principles, strategies, and practices of building, developing, and managing successful brands. Brands are pivotal in the competitive marketplace, influencing consumer perceptions, loyalty, and purchase decisions. This course explores the fundamental concepts of brand management, equipping students with the knowledge and skills necessary to create, position, and sustain strong brands in today's dynamic business environment.

Technological Entrepreneurship (3 Credits)	The Technological Entrepreneurship course equips students with essential knowledge and skills to navigate the intersection of technology, innovation, and entrepreneurship. It explores the fundamental concepts, strategies, and challenges involved in starting and growing technology-driven ventures. Through theoretical frameworks, case studies, and practical applications, students gain insights into the world of technological entrepreneurship.
Sales and Distribution Management (3 Credits)	The Sales and Distribution Management course covers sales and distribution strategies, processes, and challenges. This course provides students with essential knowledge and practical skills to excel in sales, marketing, and supply chain management roles.
Corporate Entrepreneurship (3 Credits)	The Corporate Entrepreneurship course teaches how to foster entrepreneurship within established organizations, enabling growth, innovation, and competitiveness in dynamic markets. It instils an entrepreneurial mindset, identifies opportunities, and executes innovative initiatives within a corporate context.

Semester VI

Research Methodology (3 Credits)	The Research Methodology course provides students with the foundational knowledge and skills to conduct rigorous and systematic research across various disciplines. Research is an integral part of academic and professional pursuits, and this course provides an in-depth understanding of the principles, methods, and ethical considerations involved in designing, executing, and presenting research projects. Participants will develop the capabilities to evaluate research literature critically, formulate research questions, develop hypotheses and employ appropriate methodologies to contribute meaningfully to their fields of study.
Financial Reporting and Standards (3 Credits)	The Financial Reporting and Standards course is designed to provide students with a deep understanding of financial reporting principles, practices, and international accounting standards. Participants will explore the preparation and presentation of financial statements, compliance with accounting regulations, and the importance of transparent financial reporting for stakeholders. The course emphasizes the application of accounting standards in various industries, fostering the skills necessary for effective financial reporting and analysis.
Operations Research (3 Credits)	Operations Research is a course that teaches students how to optimize decision making processes using mathematical and analytical methods. This discipline, also known as OR, helps solve complex problems related to resource allocation, decision-making, and system optimization. The course covers fundamental concepts, methodologies, and applications of Operations Research, enabling students to model, analyse, and improve operational processes across different industries.
Financial Analytics (3 Credits)	The Financial Analytics course equips students with advanced analytical skills and tools to interpret financial data in a rapidly evolving business environment and helps to leverage data-driven insights for strategic financial management and investment decision-making.
Fundamentals of Quality Management (3 Credits)	The Fundamentals of Quality Management course is designed to provide students with a comprehensive understanding of the principles, methodologies, and practices essential for ensuring and enhancing the quality of products and services within organizations. Quality management is pivotal in achieving customer satisfaction, operational efficiency, and continuous improvement. This course explores the foundational concepts of quality management, equipping students with the knowledge and skills necessary to contribute to quality initiatives in various industries.

Financial Services (3 Credits)	The Financial Services course is designed to provide students with a comprehensive understanding of the various financial products, institutions, and markets comprising the dynamic financial services field. Financial services are crucial in facilitating transactions, managing risks, and supporting economic activities in an ever-evolving global economy. This course explores the fundamentals of financial services, examining key players, products, and regulatory frameworks to equip students with the knowledge needed for successful careers in the financial industry.
Emotional Intelligence for Personal Growth (3 Credits)	The Emotional Intelligence for Personal Growth course empowers students with the knowledge and skills to enhance their emotional intelligence, fostering personal development and well-being. Emotional intelligence (EI) is a critical component of success in various aspects of life, influencing self-awareness, interpersonal relationships, and decision-making. This course explores the principles of emotional intelligence and provides practical tools for individuals to cultivate self-awareness, manage emotions effectively, and build meaningful connections with others.
MSME and Family Managed Business (3 Credits)	The MSME (Micro, Small, and Medium Enterprises) and Family Managed Business course is designed to provide students with a comprehensive understanding of the unique challenges, opportunities, and management strategies associated with small and medium-sized enterprises, particularly those that are family-managed. Micro, small, and medium enterprises play a crucial role in economic development, and family-managed businesses form a significant segment within this sector. This course explores the intricacies of managing and growing MSMEs, explicitly focusing on the dynamics of family owned and operated enterprises. unities, and executes innovative initiatives within a corporate context.
Funding for Entrepreneurs (3 Credits)	The Funding for Entrepreneurs course is designed to provide aspiring entrepreneurs with a comprehensive understanding of the various funding options available for starting and growing businesses. Securing adequate funding is a critical aspect of entrepreneurship, and this course explores the diverse sources of capital, investment strategies, and financial management practices essential for entrepreneurial success. Participants will gain insights into the dynamic funding landscape, learning to navigate the complexities of raising capital to fuel their ventures.

Semester VII

Corporate Governance Ethics (3 Credits)	The Corporate Governance and Ethics course teaches students about the principles and practices that govern corporations' behavior and decision-making. Effective corporate governance is essential for trust, accountability, and ethical practices in business. The course covers corporate governance, ethics, and responsible leadership for sustainable and socially responsible organizations.
Mergers and Acquisitions (3 Credits)	The Mergers and Acquisitions course is designed to give students an in-depth understanding of the strategic, financial, and legal aspects of corporate mergers, acquisitions, and other forms of business combinations. In today's dynamic business environment, mergers and acquisitions are crucial in corporate growth, market consolidation, and value creation. This course explores the complexities of the M&A process, covering topics from deal origination to integration, enabling students to analyse, evaluate, and navigate the multifaceted landscape of mergers and acquisitions.

Workforce Planning (3 Credits)	The Workforce Planning course is designed to provide students with a comprehensive understanding of the principles, methodologies, and strategic considerations involved in effectively managing an organization's workforce. Workforce planning is a critical aspect of human resource management, ensuring an organization has the right talent and skills at the right time to achieve its goals. This course explores the entire workforce planning process, from analysing current workforce capabilities to implementing talent acquisition, development, and retention strategies.
Managerial Competencies and Career Development (3 Credits)	The course discusses the concept of competency and its relevance for management. It helps students understand different kinds of competencies required for different functions of management and how these help deal with different business challenges.
Business Modelling and Business Plan (3 Credits)	The Business Modelling and Business Plan course equips students with the skills to conceptualize, design, and articulate comprehensive business models and plans. Participants will learn to transform innovative ideas into actionable plans, emphasizing strategic thinking, financial modelling, and effective communication. Through case studies and hands-on exercises, students will develop the ability to create compelling business models and plans that can attract investors, guide operations, and drive business success.
Corporate Internship (4 Credits)	An internship is an opportunity for students to gain practical experience in their discipline. Students have an opportunity to apply theoretical knowledge to real-world situations, gain valuable industry experience, and refine essential skills that can enhance their employability and professional growth.

Semester VIII

Advanced Topics in Accounts (3 Credits)	This is a topics course and deals with advanced topics in accountancy and challenges faced by accountants while practising their work. It helps students to apply the principles in practice and deal with problems encountered during the process.
Global Business Environment (3 Credits)	The Global Business Environment course is designed to provide students with a comprehensive understanding of the factors influencing international business operations in the context of the globalizing world. Participants will explore the complexities of conducting business across borders and also consider economic, political, cultural, and legal dimensions. The course aims to equip students with the knowledge and skills necessary to navigate the challenges faced and also capitalize on the opportunities presented by the global business environment.
Building Lean Start-up (3 Credits)	The Building Lean Start-up course is designed to immerse students in the principles and methodologies of lean start-up practices, emphasizing a systematic and iterative approach to developing and launching new ventures. Participants will explore the mindset of entrepreneurship, lean methods, and agile principles to build scalable and successful start-ups. The course integrates real-world case studies and practical exercises to provide hands-on experience in lean start-up techniques.
Project (6 Credits)	The Project is an opportunity for students to engage in independent research work under the broad supervision of an advisor. Students can engage in academic research or an industry-rated project. Students have to collate data and use research methods, and discipline-related skills to analyse and present a report.

Bachelor of Computer Applications

Program Learning Outcomes

The General Education component of the program includes 22 credits and aims to help students gain knowledge of local / regional history and culture and foundational skills necessary for their success in the undergraduate programme.

General Education Program		
Learning Outcomes		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate an understanding of the history and culture of the UAE and its impact on the socio-economic environment of the country and the region.	Knowledge
PLO 2	Apply critical thinking, innovation, and entrepreneurship skills to design sustainable solutions for contemporary challenges	Skill
PLO 3	Illustrate adequate Numerical, Computation, Communication, and Social skills necessary for academic success	Skill

BCA Program Learning Outcomes aligned with QFEmirates: Level 7 (Bachelors' Degree)

Program –BCA		
Learning Outcomes Upon the successful completion of the BCA program, students will be able to:		Alignment with QF *Emirates*– Level 7 (Bachelors' Degree)
PLO 1	Demonstrate understanding of principles and advanced concepts related to computer applications, including artificial intelligence, machine learning, cloud computing, data science, and data analytics, for applying this knowledge to solve complex real-world problems.	Knowledge
PLO 2	Critically analyze complex problems in computer applications by employing advanced critical thinking, problem-solving, and decision-making skills within an evolving global technological landscape.	Competence – Autonomy and Responsibility
PLO 3	Integrate and apply theoretical knowledge in practical contexts through hands-on experiences, demonstrating the ability to bridge theory and practice effectively.	Skill
PLO 4	Demonstrate the use of effective communication skills and the ability to work collaboratively in diverse, multidisciplinary teams to achieve common goals.	Competence – Role in Context
PLO 5	Evaluate ethical standards in professional practice and demonstrate awareness of social and ethical implications in the field of computer applications.	Competence – Role in Context
PLO 6	Evaluate contemporary research in computer applications that contribute to advancing knowledge in the field for effective implementation or usage.	Competence – Self development

Academic fee and charges

		Bachelor of Computer Applications (BCA) Weekday: Payment Plan – Academic Fees & Charges								
Sr. No.	Description	Year 1		Year 2		Year 3		Year 4		Total Fees in AED
		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	
1	Academic Fee	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	1,68,000
2	Graduation Fee	-	-	-	-	-	-	-	500	500
3	Security Deposit (refundable)	4,000	-	-	-	-	-	-	-	4,000
	Total	25,000	21,000	21,000	21,000	21,000	21,000	21,000	21,500	1,72,500

Medical and Visa** charges for overseas students seeking student visa shall be AED 5,000 in the first year, renewable every year for AED 3500/-

Note:
- Application Fee (non-refundable) will be charged @ AED 1,500 per program (inclusive of VAT).
- Any other charges incurred on behalf of the student/ to provide services to the student will be charged at actuals.
- Backlog Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.
- Graduation Fee will be charged additional @ AED 500 + 5% VAT per course as applicable.
- *Medical Insurance and Visa charges (non-refundable) (inclusive of VAT), will be additional @ AED 5000 for overseas students requiring institutional visa, AED 1,000 will be charged in addition to this for students who are within UAE.
- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.
- Administrative fees (non-refundable) @ AED 1000 + 5% VAT will have to be paid by the student at the time of application for the transfer of the admission.
- A late fee will be applicable for all fee payments that are not paid as per the schedule.
- VAT @ 5% will be charged extra on fees except refundable Security Deposit.

Fees Collection :
- Each SIU, Dubai program listed in the catalogue carries a prescribed fees. Students admitted to a program must pay this prescribed fees on or before the date mentioned in the invoice.
- A fee payment schedule is provided upon admission to admitted student and in case of an installment plan the payment should be made by the 10th of each month.
- The University may allow payment of semester fees in up to two instalments per semester upon request.

Annual Installment Plans
- 1st Installment – Before start of Fall Semester
- 2nd Installment – 8th Week of Fall Semester
- 3rd Installment – Before start of Spring Semester
- 4th Installment – 8th Week of Spring Semester

The fees can be paid through any of the following mode of payment :

• Cash

• Credit or Debit Card

• Cheque

• Direct Bank Transfer

• Website Payment Gateway

• Online Payment Link,

• Payment against Cheque(s) can be done 5 days prior to the date of the presenting the Cheque(s).

• If paying by bank transfer, all bank charges are to be borne by the remitter. Receipts will be issued upon confirmation of the transfer.

• Fees can also be paid at the Fee Counter in the university from 9:00 AM to 3:30 PM on all working days, using cash, cheque, or credit / debit card.

• Students with outstanding dues will have their academic records withheld and will not be allowed to register for the next semester.

Students who pay tuition fees with post-dated cheques must follow the following procedures:

• All Cheque(s) should be made payable to "SYMBIOSIS INTERNATIONAL UNIVERSITY" and the date mentioned on the Cheque(s) should not be later than the 10th of the month.

• In the event of a Cheque being dishonored, the student will be charged with Cheque Return charges as mentioned in the Fees Structure.

• In case of withdrawal from a program by the student, the fee will be processed as per the Refund Policy.

• The rest of the submitted post-dated cheques will be returned.

Program Tuition Fees

Academic Fees	Annual Fees (AED)	Annual Fees In AED (5% VAT incl)
Bachelor of Computer Applications (BCA)	42,000	44,100

Other Fees / Charges	Payment Frequency	Fee - AED
Common Fees		
Application Fee	One Time	1,500 (VAT incl.)
Security Deposit	One Time	4,000
Backlog Fee	As Applicable	500 + 5% VAT
Graduation Fees	One Time	500 + 5% VAT
Visa and Medical Insurance (Inside UAE)	Yearly	6,000 (VAT incl.)
Visa and Medical Insurance (Outside UAE)	Yearly	5,000 (VAT incl.)
Visa and Medical Insurance Renewal	Yearly	3,500 (VAT incl.)
Visa Cancellation Fee (Inside UAE)	One Time	800 (VAT incl.)

Visa Cancellation Fee (Outside UAE)	One Time	2100 (VAT incl.)
Hostel Fee	Monthly	As per chosen accommodation*
Transportation Fees	Monthly	As per pickup point*
Bonafide Letters (Driving License, Embassy, Consulate, Passport Office, Bank, RTA. Etc.)	As Applicable	150 + 5% VAT
Duplicate Transcript charges (per transcript)		100 + 5% VAT
Re-Totalling fee/Re-checking charges		100 + 5% VAT
Degree Certificate changes		150 + 5% VAT
Duplicate Student ID Card		50 + 5% VAT
Duplicate Student Admit Card		50 + 5% VAT
Fines and Penalties		
Late payment fee (Per day)	As Applicable	10 (VAT incl.)
Library Damages	As Applicable	As per incident report
Cheque Dishonor Charges	As Applicable	150 (VAT incl.)

* Hostel Facility - KSK Homes / The Myriad / Yugo Dubailand / Any other
* Transportation - STS Transport/Any Other.

Note - All above mentioned charges are subject to change depending upon factors not under the University's control and shall depend on any change in Government / Immigration charges; Insurance subscription charges; Accommodation provider revising rentals; Transport Provider revising rates etc.

Tuition & Other Fees

The tuition fees are charged on an annual basis and remains consistent for students who remain continuously enrolled and complete their program. Any instances of program postponement will be handled in accordance with Refund Policy

- Annual fee changes may occur to both tuition fees and other fees; changes in tuition fees will be applied to only new admissions, other fees changes will be applicable to both new admissions and continuing students.
- These changes will take effect at the beginning of each new academic year, and detailed information will be published by the Finance Department beforehand.
- Any change to tuition and other fees shall be announced and broadcasted well in advance on all SIUD communication platforms including the Catalogue of the academic year, prior to the start of each academic year.

Fines & Penalties:

- A late fee payment of AED 10/-per day will be charged if fees are not paid by the due date.
- Any dishonored charges will be subject to a 150 AED fee.
- Exam appearance and access to all University facilities may be restricted in the case that the fee is not paid.
- Any certification including at the completion of a course/program shall be subject to full fees payment as prescribed.

Scholarship / Fee waiver

- The approval of the scholarship is subject to meeting the admission, scholarship criteria and submission of the supporting documents.
- Students who meet the admissions requirements and complete the registration formalities will be offered a fee payment plan in addition to the scholarship / fee waiver granted to them at the time of acceptance.

Bachelor of Computer Applications

Degree Structure	Total credits* – 120 (Major** (including discipline-specific core courses) - 60; Minor** - 24; General Education - 22; Social Responsibility Project - 2; Internship - 12; * Satisfactory completion of the following non-credit courses is mandatory for the award of degree: Fitness for Life; Emotional Well-being; 'Vasudhaiva Kutumbakam' SIU Global Citizenship; and Core Environmental Studies ** Every student has to choose a major and a minor (a minor should be an area other than the chosen major) and complete the required credits in the area.
Majors offered	• Artificial Intelligence and Machine Learning • Data Science and Data Analytics • Cloud Computing
Minors offered	• Artificial Intelligence and Machine Learning • Data Science and Data Analytics • Cloud Computing
Duration	8 Semesters An accelerated program of 7 Semesters may be offered to advanced learners who do not have any pending backlogs and have a minimum CGPA of 7.5 on a scale of 10 at the end of Semester 3.
Credits and Experiential Learning	SIU Dubai offers courses carrying 2 / 3 / 6 credits in the BCA program, which is focused on building application-based skills. Up to 70% of the credits in the program have lab content dedicated to hands-on learning. Additionally, the Internship is as per the CAA requirements, which has more than 640 hours of Practical Training.
Student Intake	Two intakes - Fall and Spring
Eligibility	A minimum of 60% marks or equivalent grade in Standard XII (10+2) or an equivalent examination from a recognized Board. English Proficiency*: A minimum score of 1100 on the English language portion of the EmSAT examination or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as a TOEFL score of 500 (173 CBT, 61 iBT), or a 5.0 IELTS academic. * Those who do not fulfill the minimum language requirements can complete a bridge course and join the program.
Selection Procedure	The Admission Committee will shortlist the applications based on the student's previous academic track record, English Proficiency Test, Statement of Purpose, Letters of Recommendation, Passport copy, and CV (Curriculum Vitae). Shortlisted candidates will be invited for a personal interview. SIU, Dubai, will then declare the merit list of the selected candidates.
Fee Structure	Fees per year : AED 42000* * VAT @ 5% will be charged extra • ACADEMIC FEES TO BE PAID IN AED/USD Caution Money Deposit (Refundable) : AED 4000 (To be paid in the 1st year)
Courses* *Note: The list of courses may be periodically revised to assure contemporary relevance	**General Education** • Academic English • Arabic - I • UAE : History and Culture • Entrepreneurship, Innovation and Sustainability • Business and managerial communication • Islamic Studies • Business Statistics and Business Mathematics • Cross Cultural Management

Major Core Courses
- Web Technologies
- Introduction to Python Programming
- Relational Database Management System
- Introduction to Cloud Computing
- Network Essentials
- Foundations of Data Warehousing and Data Mining
- Data Structures and Algorithms
- Operating Systems
- Structured Query Language
- Research Methodology

Artificial Intelligence and Machine Learning
- Web Performance Analysis
- Introduction to Artificial Intelligence
- Machine Learning
- Natural Language and Responsive AI
- Predictive Analytics
- Neural Network
- Multimodal Machine Learning
- Supervised Machine Learning and Advances
- Deep Learning
- AI Applications in Social Media

Cloud Computing
- Internet of Things
- Cloud Applications for Business Processes
- Cloud Architectures and Security
- Cloud Administration and Management
- Fog Computing and Edge Computing
- Virtualization and Security
- Grid Computing and Utility Computing
- Cloud Based Solution Architecture
- Cloud Data Centre Management
- Cloud and AI

Data Science and Data Analytics
- Text Mining
- Data Science I
- Essentials of Business Intelligence
- Data Preparation and Data Management
- Big Data: Storage and Analytics
- Advanced Big Data Analytics
- Open Source Tools for Data Science
- Data Visualisation
- Statistical Machine Learning
- Python for Data Science

Course Description:

Web Technologies (3 Credits)	This course teaches students web development skills, including client-side programming with HTML, CSS, and JavaScript, AJAX programming with jQuery, server-side programming with PHP, and database connectivity. Students also learn about various web extensions and services. By the end of the course, students will be proficient in developing sophisticated internet applications that integrate client and server-side technologies.
Introduction to Python Programming (3 Credits)	In this Python course, students will learn about its versatile applications in web development, data science, AI, and automation. They will explore fundamental concepts like functions, string manipulation, and powerful tools like regular expressions. The course will also cover Python's object-oriented paradigm, which will help students understand and create objects for a modular and organized programming approach.
Arabic - I (3 Credits)	This course has been created for beginners and is intended to enable essential communication using the four skills: reading, writing, listening, and speaking. Students learn to read and write Arabic letters of the alphabet, words, and sentences and build a basic vocabulary.
UAE: History and Culture (2 Credits)	The course provides a basic introduction to the history, culture, and society of the United Arab Emirates (UAE). It delves into the origins and development of economic and governance structures and also provides an overview of the UAE's future challenges and opportunities in the contemporary world.
Academic English (3 Credits)	The course seeks to introduce students to the requirements and practices of academic writing. It will help students learn reading, writing, listening, and speaking skills, specifically emphasizing using the English language in the academic world. It will also include a discussion of critical thinking, argumentation, research, and plagiarism, including citations.

Semester II

Relational Database Management System (3 Credits)	This course covers relational database management, including data models like Hierarchical, Network, Relational, and Object-oriented, as well as the Entity-Relationship Model and Relational Algebra Operations. It also covers normalization, data-driven applications, SQL for data retrieval and modification, transaction management, database recovery techniques, and current database trends like parallel databases, spatial databases, distributed databases, and DWDM.
Data Structures and Algorithms (3 Credits)	This course covers essential topics in data structures and algorithms. It focuses on sorting, searching, linked lists, tree structures, graph theory, symbol tables, and dynamic trees. It provides a complete understanding of fundamental data structures and algorithms, laying a strong foundation in computer science.
Entrepreneurship, Innovation, and Sustainability (3 Credits)	This course teaches students how to navigate the intersection of entrepreneurship, innovation, and sustainability. It covers fundamental concepts, skills, and strategies needed to start and manage a sustainable business in a challenging and evolving contemporary world. The course emphasizes integrating innovative thinking with sustainable practices, equipping students with the tools to address societal and environmental challenges through entrepreneurial endeavours.

Business Statistics and Business Mathematics (3 Credits)	The course introduces students to mathematical and statistical methods and techniques essential for making informed business decisions. This course emphasizes the practical application of mathematical and statistical tools to analyze and interpret data, enabling students to draw meaningful conclusions and support evidence-based decision-making within organizational contexts.
Islamic Studies (2 Credits)	The course provides a basic introduction to the history and beliefs of Islam, one of the world's most influential religions. It focuses on the origins and spread as well as its contributions to the contemporary world. The course studies Islam and practices to promote an understanding of its rich heritage and diversity.

Semester III

Operating Systems (3 Credits)	This course provides a comprehensive understanding of operating systems, covering the fundamental concepts of process management, memory allocation, file systems, and security. Students will gain practical skills in system administration and learn how to optimize the performance of computer systems.
Structured Query Language (3 Credits)	Focused on database management, this course introduces students to SQL, the standard language for relational database queries. Students will learn how to create, retrieve, and manipulate data in relational databases, gaining essential skills for data management in various applications.
Network Essentials (3 Credits)	This course covers the fundamental principles of networking and explores topics such as network protocols, data transmission, and network security. Students will gain a foundational understanding of how computer networks operate and the essential components involved in data communication.
Introduction to Cloud Computing (3 Credits)	This course comprehensively explores Cloud Computing and Virtualization, covering essential concepts, architectures, and practical implementations. Students will gain an understanding of Cloud Computing layers, Virtualization techniques, Cloud Architecture models, and security considerations. The course incorporates hands-on projects and real-world applications to reinforce theoretical knowledge.
Business and Managerial Communication (3 Credits)	This course explores key concepts crucial for effective professional interaction. Through a focus on critical thinking development, students will acquire the skills necessary to navigate the dynamics of business communication, fostering excellence in written and verbal communication for both internal and external organizational contexts. The curriculum thoroughly examines theories and practical strategies, empowering students at various levels—managerial, organizational, corporate, individual, and group—to contribute meaningfully to societal engagement and become adept and socially conscious members of the community.
Cross-Cultural Management (3 Credits)	The Cross-Cultural Management course develops knowledge and skills to navigate diverse cultural contexts in global business. It prepares students for leadership roles in international business by emphasizing cultural intelligence and cross-cultural communication. It also helps the students understand the role of culture in society, including its relationship to business practices and also gives an international perspective on managing business. It provides insight into the relationship between national values and workplace attitudes and behaviors in different countries.

Web Performance Analysis (3 Credits)	The course focuses on the relevance and purpose of web performance analysis and explains the components of web analytics, including key performance indicators of web performance. It demonstrates the use of tools to measure web performance, explain how to track events on the website, and generate a report on the analysis of visitors to a website.
Internet of Things (3 Credits)	Through this course, students will learn to design, implement, and manage IoT solutions, addressing the integration of sensors, data communication, and applications for a more intelligent and more connected world. The course also explores the interconnected world of devices and systems in the Internet of Things (IoT).
Text Mining (3 Credits)	The course helps students understand basic concepts relating to and methods of extracting information and mining text data. It teaches processing techniques to prepare text data for statistical modeling and apply Machine Learning algorithms to the text data for text analysis and inference.
Foundations of Data Warehousing and Data Mining (3 Credits)	The course delves into the world of Data Warehousing and Data Mining. This is an intensive course designed to provide a solid foundation in fundamental concepts and practical applications. Students will explore the fundamentals of Data Warehousing, including architecture, modeling, and indexing. Additionally, the course covers the distinctions between OLTP and OLAP technologies, delves into Data Mining techniques, and concludes with the application of these technologies in real-world scenarios. Through case studies and hands-on exploration, participants will gain the skills necessary to harness the power of data for informed decision-making.
Introduction to Artificial Intelligence (3 Credits)	Students will explore the foundations of AI and its potential applications across various domains. the course delves into the basics of artificial intelligence, covering key concepts such as machine learning, natural language processing, and problem-solving.
Cloud Applications for Business Processes (3 Credits)	Through this course, students will explore how cloud-based solutions enhance efficiency and flexibility in various business processes. They also understand the processes of integration of cloud applications into business workflows.
Data Science I (3 Credits)	In this course, students will work with data to derive meaningful insights, laying the groundwork for advanced analytics. They begin the journey into data science, covering data exploration, cleaning, and fundamental statistical analysis.
Service Learning (2 Credits)	Through Service learning, students have an opportunity to engage with the community and participate in activities that fulfill the needs of society. Students are expected to work in the field, spending a specified number of hours in a non-governmental organisation or a service sector area.

Semester V

Machine Learning (3 Credits)	This course deals with machine learning techniques, exploring algorithms for classification, regression, and clustering. Students will apply machine learning to real-world datasets, honing their skills in building predictive models.
Cloud Architectures and Security (3 Credits)	Through this course, students will gain knowledge in designing secure and scalable cloud architectures. This course covers cloud security best practices and principles, preparing students to address the challenges of cloud-based infrastructure.

Essentials of Business Intelligence (3 Credits)	The course emphasizes using data to inform business decision-making and strategy. It explores the fundamentals of business intelligence, covering data warehousing, reporting, and analytics.
Natural Language and Responsive AI (3 Credits)	This course explores natural language processing and responsive artificial intelligence. Students will understand how AI systems can interpret and respond to human language, opening avenues for intelligent and interactive applications.
Cloud Administration and Management (3 Credits)	This course addresses the practical aspects of maintaining and securing cloud-based infrastructures. Students will develop expertise in cloud administration, covering the management and optimization of cloud resources.
Data Preparation and Data Management (3 Credits)	Equip yourself with essential skills in data preparation and management with this course. Covering the entire data lifecycle, participants will learn techniques for cleaning, transforming, and organizing data for effective analysis. The course also addresses data governance, security, and compliance, ensuring a holistic understanding of data management practices.
Predictive Analytics (3 Credits)	In this course, students will explore algorithms and techniques for forecasting future trends and outcomes using historical data. They delve into advanced analytics with a focus on predictive modelling.
Fog Computing and Edge Computing (3 Credits)	This course explores fog computing and edge computing paradigms, understanding how these distributed computing models complement cloud-based architectures. Students will learn to design and implement solutions at the network edge.
Big Data Storage and Analytics (3 Credits)	Explore the storage and analytics aspects of big data in this comprehensive course. Participants will understand various storage solutions for handling massive datasets alongside analytics tools and techniques to process, analyze, and derive meaningful insights from diverse data sources.

Semester VI

Research Methodology (3 Credits)	The Research Methodology course provides students with the foundational knowledge and skills to conduct rigorous and systematic research across various disciplines. Research is an integral part of academic and professional pursuits, and this course provides an in-depth understanding of the principles, methods, and ethical considerations involved in designing, executing, and presenting research projects. Participants will develop the capabilities to evaluate research literature critically, formulate research questions, develop hypotheses and employ appropriate methodologies to contribute meaningfully to their fields of study.
Neural Network (3 Credits)	The course introduces students to basic Neural Networks (NN) concepts and helps them apply various NN learning processes and rules. Students will be able to design and implement Neural Networks (NN) applications in different sectors such as manufacturing, finance, medical, etc., sketch and use various perceptron models & networks.
Virtualization and Security (3 Credits)	Through this course, students will be able to understand the concepts of information security and their application in a virtualized environment. Students will be able to understand the virtualization technology and its architecture and identify various types of vulnerabilities in a virtualized system and multiple technologies used for the security of virtualized servers and storage. Students will also be able to understand and use the concepts of automated cloud security, identity & access management, and assess the legal and policy requirements for standards of virtualization security like PCI-DSS, etc.

Advanced Big Data Analytics (3 Credits)	The course will cover advanced analytics approaches, such as machine learning algorithms, and provide participants with practical experience using these methods to address challenging data problems. Discover the nuances of advanced big data analytics with this course, which focuses on innovative methods and resources for obtaining insightful information from large datasets.
Multimodal Machine Learning (3 Credits)	This course will help the student understand the concept of Multimodal Machine Learning and learn about the different modalities used in Multimodal Machine Learning. It will help them evaluate and implement Multimodal Machine Learning models and explore the challenges and limitations of Multimodal Machine Learning.
Grid Computing and Utility Computing (3 Credits)	This course explores grid and utility computing, covering distributed computing models and resource-sharing strategies to optimize computing efficiency and scalability.
Open Source Tools for Data Science (3 Credits)	This course covers popular tools and platforms, empowering students to work with diverse data science ecosystems. Gain proficiency in using open-source tools for data science.
AI Applications in Social Media (3 Credits)	The course helps students understand social media's role and relevance in society and build real-life applications that serve contemporary needs. It also provides knowledge of tools to investigate and analyze social media data, and visualize and predict social media behavior.
Cloud and AI (3 Credits)	The integration of artificial intelligence (AI) with cloud computing systems is examined in this course, which covers essential ideas, industry best practices, and practical applications. By leveraging cloud infrastructure, participants will learn how to scale, deploy, and use resources more effectively.
Python for Data Science (3 Credits)	This course covers data manipulation, analysis, and visualization using Python, a versatile programming language in the data science ecosystem. Students will gain proficiency in using Python for data science applications.

Semester VII

Supervised Machine Learning and Advances (3 Credits)	In this course, students will explore advanced concepts in supervised machine learning, including ensemble methods, deep learning, and model optimization. Students will also deepen their understanding of complex machine-learning algorithms.
Cloud-based Solution Architecture (3 Credits)	This course gives participants the tools to design successful cloud-based solutions by covering architecture patterns, cloud service selection, and best practices for developing reliable and affordable apps. They will also explore the principles of developing robust and scalable cloud-based systems.
Data Visualization (3 Credits)	The Data Visualization course is designed to equip students with the knowledge and skills to transform complex data into meaningful visual representations. In today's data-driven world, effective data visualization is crucial for conveying insights, facilitating decision-making, and communicating information to diverse audiences. This course explores the principles, techniques, and tools used in creating compelling visualizations, focusing on the art and science of presenting data in clear, thoughtful, and aesthetically pleasing ways.

| **Deep Learning (3 Credits)**	Through this course, students will be able to identify and define key concepts in Deep Learning, including Neural Networks (NN) and Artificial Neural Networks (ANN). Students will be able to apply their knowledge to analyze and identify similarities and differences between biological neurons and perceptrons, design and implement DNN architectures for various machine learning tasks, and analyze and evaluate the impact of optimization choices on Deep Learning model convergence and generalization.
Statistical Machine Learning (3 Credits)	Students will apply statistical concepts to machine learning problems, honing skills essential for data-driven decision-making. Students will gain a deep understanding of statistical machine-learning techniques and explore algorithms and methodologies for pattern recognition and predictive modeling.
Cloud Data Centre Management (3 Credits)	This course covers the principles of cloud computing, virtualization, and data center architecture, preparing students to manage resources and services effectively in a cloud-based infrastructure. Learn the essentials of managing data centers in a cloud environment.

Semester VIII

Internship (12 Credits)	The Project is an opportunity for students to engage in independent research work under the broad supervision of an advisor. Students can engage in academic research or an industry-rated project. Students have to collate data and use research methods, and discipline-related skills to analyse and present a report.
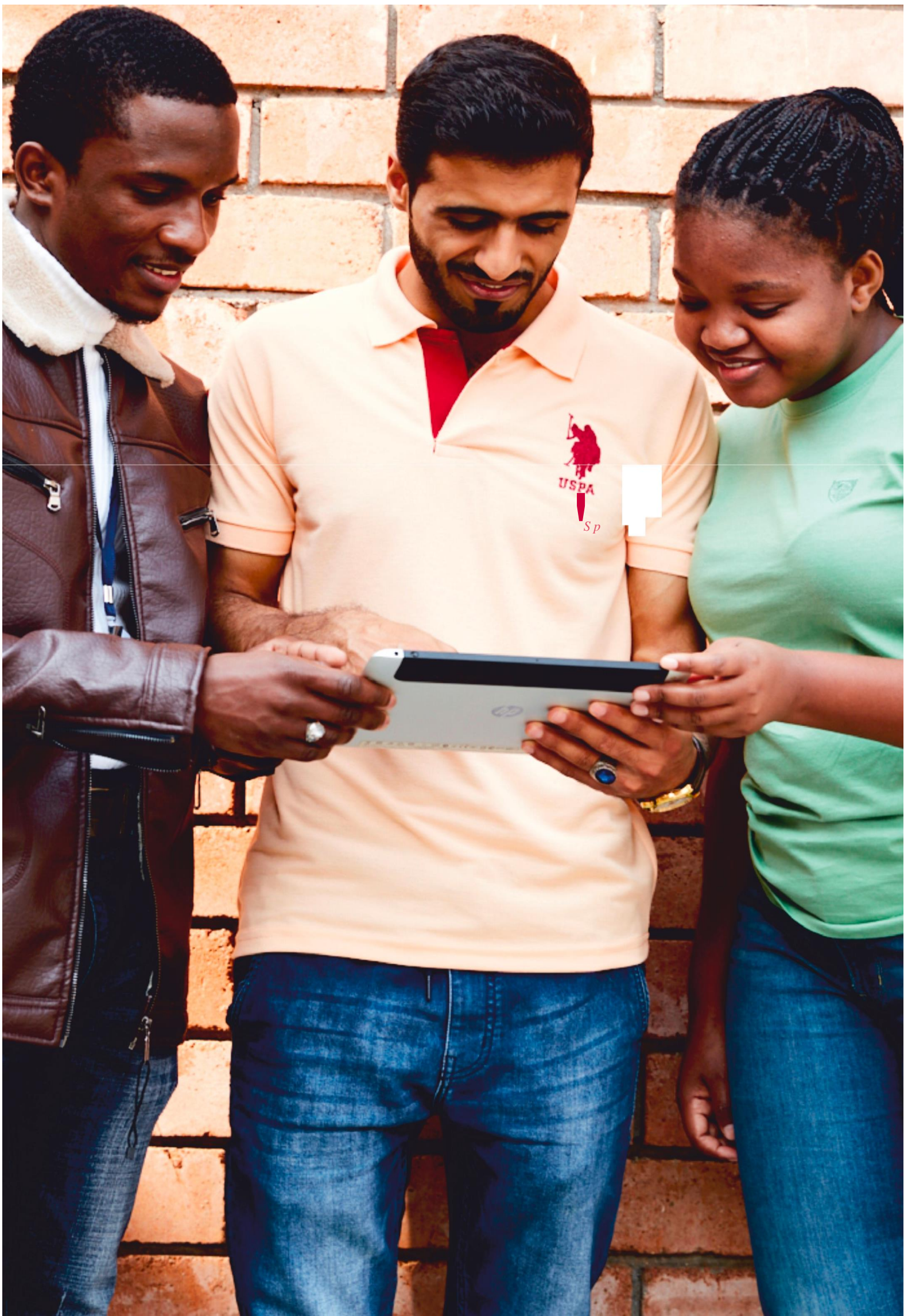
Fee Refund Policy

Policy for Refund of Fees on account of Cancellation of Admission for Undergraduate Programmes.

Sr. No.	Cancellation/ Withdrawal of Admissions Before Commencement of the Programme	Cancellation/Withdrawal of Admissions After Commencement of the Programme	
		Within 2 weeks from Commencement of the Programme	After 2 weeks from Commencement of the Programme
1	Full refund of fees except Application Fees which are Non-Refundable.	50% of the Academic Fees will be deducted and remaining amount will be refunded.	100% of the Academic Fees will be deducted.
2	Administrative fees of AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.	Administrative fees of AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.	Administrative fees of AED 1000 + 5% VAT will have to be paid by the student at the time of application for the cancellation of the admission.

Notes:

- If the student does not attend any class for 3 consecutive weeks from the commencement of the program, SIU Dubai has the right to cancel admission and the student's visa; no fee refund will be applicable, and visa cancellation charges will have to be paid by the student.

- Application Fees are Non-Refundable.

- No refund will be applicable if a student transfers application to the next intake and decides to cancel thereafter.

- Refundable amounts are calculated based on the date that the withdrawal form is submitted to Student Services, regardless of the student's enrollment status, attendance history, or joining date.

- Refunds will be processed within 45 to 60 days after the withdrawal and supporting documentation are submitted.

Grading System

Symbiosis International University, Dubai, will follow Cumulative Grade Point Average (CGPA) systems for all the programs.

- All SIU Dubai programs adhere to the distribution of Continuous Assessments and Semester End Examinations prescribed in their respective approved program structures.
- Mandatory non-credit courses shall not be considered for computation of GPA/ CGPA. The grade P (Pass) will be printed on the grade sheet after the student passes the course. This course is evaluated on a 100% continuous basis.
- The assessment of the student for each examination is done based on absolute grading.
- The percentage of marks attained in a course will be converted to grades and grade points based on the scale below. The maximum Grade Point (GP) for each course is 10.00, corresponding to A+. For all courses, a student is required to pass Continuous Assessment (CA) and Semester End examinations (SE) separately with a minimum Grade Point of 6 for Undergraduate programs corresponding to Grade D . Students securing less than D in any head of passing will be declared FAIL in that particular head (CA or SE).

Percentage of Marks	Letter Grade	Grade Points
95 and above	A+	10
90 – 94.99%	A	9
80 - 89.99%	B	8
70 – 79.99%	C	7
60 – 69.99%	D	6
Below 60%	F	0

Evaluation and Student Progress:

- Students admitted to SIU, Dubai's 4-year (eight semesters) degree program, are allowed to keep term for two years from the date of admission beyond the normal period of the program, i.e., a student joining a four-year program must complete the program in six years from the date of admission. A student will attend classes of all the years with their batch. If a student does not receive the necessary passing grades; the following rule will be applicable as per the total number of semesters in a program:
- They cannot appear for the Semester End Examination of Semester 5 if they have a CGPA of less than 6.00 up to Semester 2.
- They cannot appear for the Semester End Examination of Semester 6 if they have a CGPA less than 6.00 up to Semester 3.
- They cannot appear for the Semester End Examination of Semester 7 if they have a CGPA less than 6.00 up to Semester 4.
- They cannot appear for the Semester End Examination of Semester 8 if they have a CGPA of less than 6.00 up to Semester 5.
- However, a student eligible to appear for a later semester will also be permitted to appear for all the previous semesters, irrespective of the ATKT rule applicable to that Semester. (e.g., a student with a CGPA less than 6.00 at the end of Semester 4 but a CGPA greater than 6.00 at the end of Semester 5 will be eligible to appear for semester-end examinations of Semester 7 and Semester 8).

Legacy of more than 50 years of Excellence in Quality Education

Symbiosis International University, Dubai.

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