



Course Description of the Bachelor of Science in Artificial Intelligence and Smart Systems Program

Program Compulsory Requirements

Course Code: AIS 120	Course title: Foundations of Data Science	Credits: 3
This course introduces students to the fundamental concepts, processes, and tools that form the basis of data science. It provides a comprehensive overview of how data is collected, processed, analyzed, and interpreted to support informed decision-making. Students will learn essential skills in data manipulation, visualization, and exploratory data analysis using modern programming tools and libraries. The course emphasizes understanding the data lifecycle, including data acquisition, cleaning, transformation, and presentation.		
Course Code: AIS 140	Course title: Programming with Python	Credits: 3
Introduction to computing, data types and variables, expressions, selection and repetition control structures, library and user-defined functions, files and streams, arrays, library and user-defined classes, and Artificial Intelligence applications.		
Course Code: AIS 210	Course title: Object-Oriented Programming	Credits: 3
This course introduces Object Oriented Programming concepts, Classes, objects and data abstraction, Constructors and destructors; Object-oriented design, encapsulation and information hiding, abstraction and modularization, coupling and cohesion, sample design patterns; inheritance, class and type hierarchies, polymorphism, Abstract classes, Interfaces, Packages, Collection classes, Generics, streams and files, exception handling; unit testing and debugging, Application Programming Interfaces.		
Course Code: AIS 220	Course title: Machine Learning	Credits: 3
This course provides a comprehensive introduction to the fundamental concepts, algorithms, and techniques of Machine Learning (ML). It covers both the theoretical foundations and practical applications of supervised and unsupervised learning approaches. Students will study key algorithms, including linear and logistic regression, decision trees, k-nearest neighbors, support vector machines, clustering, and dimensionality reduction methods. The course also introduces ensemble learning and feature selection methods. Through hands-on labs and projects using ML libraries and tools, students will learn how to build, train, evaluate, and deploy machine learning models for real-world applications in AI and smart systems.		

Course Code: AIS 230	Course title: Knowledge Representation	Credits: 3
This course explores the fundamental principles for representing knowledge in artificial intelligence systems. Students will learn how to capture the data in a structured, machine-readable form to enable automated reasoning, problem-solving, and intelligent behavior. The course covers symbolic logic, ontologies, semantic networks, and modern web-based standards. Students will gain experience by modeling real-world domains and using automated reasoners to draw inferences, diagnose problems, and answer queries.		

Course Code: AIS 240	Course title: Data Structures and Algorithms	Credits: 3
This course provides a comprehensive introduction to fundamental data structures and their applications in efficient algorithm design. Key topics include arrays, linked lists, queues, stacks, hash tables, graphs, and trees, with a focus on binary search trees and heap trees. The course also explores advanced concepts such as recursion, graph algorithms, and techniques for data storage, searching, sorting, and analysis to optimize computational efficiency.		

Course Code: AIS 250	Course title: Introduction to Artificial Intelligence	Credits: 3
This course provides a comprehensive introduction to the principles, techniques, and applications of Artificial Intelligence (AI). Students explore foundational AI concepts, including problem-solving, search algorithms, knowledge representation, reasoning, and learning. The course covers classical AI methods such as heuristic search, constraint satisfaction, and logic-based reasoning, as well as an introduction to machine learning, neural networks, and AI-driven decision-making systems. Emphasis is placed on understanding AI methodologies and applying them to real-world problems across various domains.		

Course Code: AIS 260	Course title: Fundamentals of Data & Network Communication	Credits: 3
This course offers a robust foundation in data and network communication. The course initiates with an exploration of digital communication concepts, focusing on various signal types, transmission methods, and encoding techniques. Subsequently, it provides a detailed examination of the OSI model, analyzing the function of each layer and its critical role in ensuring data flow across networks. Additionally, the course discusses network devices and technologies such as routers and switches, emphasizing their importance in creating efficient and secure network topologies. Students will also learn about IP addressing, subnetting, and basic network configurations, essential for grasping network operations and troubleshooting.		

Course Code: AIS 270	Course title: Digital Systems	Credits: 3
This course introduces the fundamental principles of digital system design and provides practical experience through simulation and hardware implementation. Topics include number systems and representations, logic gates, Boolean algebra, logic simplification techniques, and combinational and sequential circuit design.		

Students explore key digital components such as multiplexers, demultiplexers, decoders, adders, and subtractors. The Lab component reinforces theoretical concepts through hands-on experiments and simulations using tools such as Logisim and Arduino. Students will design and test digital circuits, perform number system conversions, and build combinational and sequential logic applications. Practical exercises extend to Arduino-based digital system prototyping, covering digital I/O operations, sensor and actuator interfacing (e.g., LEDs, LCDs, seven-segment displays, ultrasonic sensors, and servo motors).

Course Code: AIS 310	Course title: Deep Learning	Credits: 3
This course provides an in-depth study of deep learning techniques and their applications in artificial intelligence. Students explore advanced neural network architectures, including convolutional, recurrent, and transformer-based models, and learn methods for training, tuning, and optimizing large-scale networks. Emphasis is placed on strategies for handling big data, reducing overfitting, and improving generalization in deep models. The course also covers evaluation of metrics and experimental design to ensure robust performance. Hands-on experience with leading frameworks such as TensorFlow/Pytorch and Keras equips students to design, implement, and deploy deep learning solutions across domains such as computer vision, natural language processing, and intelligent systems.		

Course Code: AIS 320	Course title: Reinforcement Learning	Credits: 3
This course introduces students to the fundamental principles of Reinforcement Learning (RL), where agents learn to make decisions through interactions with their environments. The course begins with the basics of RL, including concepts of rewards, states, actions, and policies. Students learn about Markov Decision Processes (MDPs), value functions, and Bellman equations as the mathematical foundations of RL. The course then explores core learning algorithms such as Dynamic Programming, Monte Carlo methods, and Temporal Difference (TD) learning, before moving to intermediate topics like Q-learning, SARSA, and policy-based approaches. By the end of the course, students will be able to design and implement RL algorithms to solve basic control and decision-making tasks.		

Course Code: AIS 322	Course title: Natural Language Processing	Credits: 3
This course introduces fundamental concepts, methodologies, and tools for Natural Language Processing (NLP). Students will explore essential linguistic foundations, text preprocessing, language modeling, and syntactic and semantic analysis. The course covers both traditional statistical NLP techniques and modern deep learning approaches. Emphasis is placed on the practical implementation of NLP models for real-world applications such as text classification, sentiment analysis, machine translation, and question answering. Throughout the course, students will gain the ability to design, train, and evaluate NLP systems that process and understand natural language data effectively.		

Course Code: AIS 330	Course title: Computer Vision	Credits: 3
This course introduces the fundamental principles and core techniques of computer vision, focusing on enabling machines to interpret and understand visual information from the real world. Students will explore image formation, color models, filtering, feature detection, image segmentation, and object recognition. The course emphasizes foundational algorithms and intermediate-level applications such as edge detection, image classification, and visual tracking, with hands-on implementation using popular computer vision libraries such as OpenCV. By the end of the course, students will gain the skills to design and deploy vision-based applications for AI and smart systems		

Course Code: AIS 340	Course title: IoT and Robotics	Credits: 3
This course introduces students to the fundamental principles of the Internet of Things (IoT) and robotics. Students will learn about IoT architectures, communication protocols, data exchange mechanisms, as well as the basics of robot design and control. The course explores how IoT technologies enable smart robotic systems in applications such as automation, monitoring, and smart systems. Students will gain hands-on experience with microcontrollers, sensors, and actuators, developing basic IoT-enabled robotic prototypes.		

Course Code: AIS 350	Course title: Database Systems	Credits: 3
This course provides an introduction to the concepts, design, and implementation of database systems. Topics include data modeling, entity-relationship (ER) diagrams, relational models, normalization, and relational algebra. Students will learn how to define, query, and manipulate data using Structured Query Language (SQL) and gain an understanding of how database systems support organizational information management. Although the course does not include a formal lab component, it incorporates in-class SQL demonstrations, guided exercises, and small group projects to reinforce practical skills in database design and querying.		

Course Code: AIS 360	Course title: AI Systems Design and Deployment	Credits: 3
This course provides students with the knowledge and practical skills required to design, develop, deploy, and manage end-to-end AI systems. It covers the complete AI lifecycle from problem formulation and data engineering to model development, evaluation, optimization, and deployment in real-world environments. Students will learn system architecture design, MLOps pipelines, model versioning, scaling, monitoring, and integration with cloud platforms and smart systems. The course also explores performance benchmarking, model retraining strategies, and deployment challenges. By the end of the course, students will be able to design AI workflows, build scalable machine learning models, containerize applications using Docker, and deploy them using modern platforms.		

Course Code: AIS 370	Course title: Cybersecurity Principles	Credits: 3
This course provides a comprehensive introduction to the principles, applications, and practices of cybersecurity. Students will explore threats, vulnerabilities, and countermeasures across systems, networks, and applications, with an emphasis on		

both technical and organizational aspects. Topics include security policies, risk management, cryptography, authentication, access control, malware, network security, and incident response. By the end of the course, students will be equipped to understand cybersecurity challenges, implement basic protective measures, and apply security principles to AI and smart systems projects.

Course Code: AIS 371	Course title: Human-Robot Interaction	Credits: 3
This course provides a comprehensive introduction to the multidisciplinary field of Human-Robot Interaction (HRI). The course explores the principles, methods, and algorithms that enable seamless and intuitive interaction between humans and robotic systems. Students will learn to view robotics from both a technical and a human-centered perspective. They will integrate knowledge from AI, computer science, cognitive psychology, and design. Students explore different interaction modalities such as speech, gestures, and vision-based interfaces, and learn how robots perceive and respond to human intent. The course prepares students to design, implement, and evaluate robotic systems for real-world applications.		

Course Code: AIS 380	Course title: Artificial Intelligence Safety and Security	Credits: 3
This course introduces the principles of artificial intelligence safety and security, emphasizing how core cybersecurity practices intersect with AI systems. Students will learn key concepts in confidentiality, integrity, availability, authentication models, cryptographic techniques, computer and network security fundamentals, website privacy, and secure system design principles. By the end of the course, students will be equipped to identify threats to confidentiality, integrity, and availability in AI systems, and to design and implement policies that strengthen resilience and trust in intelligent technologies.		

Course Code: AIS 420	Course title: Project Management	Credits: 3
This course introduces the fundamental principles, methodologies, and tools of project management with an emphasis on technology and engineering projects. Students will learn how to plan, organize, execute, and monitor projects effectively to achieve defined objectives within scope, time, cost, and quality constraints. Topics include project lifecycle management, work breakdown structures, scheduling, budgeting, risk assessment, resource allocation, quality control, and stakeholder communication. By the end of the course, students will be equipped with the skills to manage multidisciplinary projects from conception to completion, integrating both technical and managerial perspectives.		

Course Code: AIS 410	Course title: Internship	Credits: 6
This internship provides students with advanced, full-time practical training experience in Artificial Intelligence or Smart Systems organizations for a period of 13 weeks. This internship aims to offer career exploration opportunities for students as well as opportunities to correlate their academic preparation to the reality of conducting professional practice to interact effectively with others in practice. The internship will focus on deeper professional engagement and the application of advanced AI methodologies, system integration, and intelligent solution deployment		

in real-world environments. Students are expected to take on more responsibilities, propose innovative ideas, and integrate ethical and professional standards into their work.

Course Code: AIS 440	Course title: Senior Graduation Project	Credits: 3
This course is the capstone for the BSc in Artificial Intelligence and Smart Systems program. Students are required to plan, design, build, and test a high functionality project in coordination with a project supervisor. The student should use the experience and knowledge gained from preceding courses to develop an AI-based or a smart system application that has great potential of being transformed into a commercial asset. The project requires a written proposal, a proposal presentation, and a final presentation. The course covers the complete project lifecycle, including problem identification, literature review, feasibility and risk analysis, system design, implementation, testing, and evaluation. Emphasis is placed on teamwork, project management, critical thinking, and innovation.		

Program Elective Courses

Course Code: AIS 460	Course title: Advanced NLP	Credits: 3
This course explores advanced concepts, models, and applications in Natural Language Processing (NLP), emphasizing modern deep learning approaches and their integration into intelligent systems. Students will study techniques for word embeddings, contextual representations, sequence modeling, and transformer-based architectures such as BERT and GPT. The course also covers NLP tasks including text classification, sentiment analysis, machine translation, and dialogue systems. Practical sessions will focus on implementing and fine-tuning pre-trained language models for real-world applications. By the end of the course, students will be able to design, train, and evaluate advanced NLP models and apply them in smart and AI-driven systems.		

Course Code: AIS 461	Course title: Advanced Computer Vision	Credits: 3
This course provides an in-depth exploration of computer vision techniques and their applications in artificial intelligence and smart systems. Building on fundamental vision principles, the course emphasizes deep learning-based methods for image understanding, object detection, segmentation, and visual recognition. Students will learn to design, train, and evaluate convolutional neural network (CNN) architectures, apply transfer learning, and utilize modern frameworks such as OpenCV, Tensorflow, and PyTorch. The course also explores applications of computer vision in autonomous systems, robotics, healthcare, and security. By the end of the course, students will be able to implement and evaluate advanced vision models and integrate them into intelligent systems.		

Course Code: AIS 462	Course title: Cloud Computing	Credits: 3
This course introduces the concepts, architecture, and services of cloud computing. Students will explore cloud service models (IaaS, PaaS, SaaS), deployment models (public, private, hybrid), virtualization, containerization, and resource allocation		

strategies. The course also covers storage systems, networking, scalability, load balancing, and security considerations in cloud environments. Through practical exercises and hands-on experience with major cloud platforms, students will learn how to deploy, manage, and optimize cloud-based applications. By the end of the course, students will be able to evaluate cloud solutions, design cloud-enabled systems, and apply cloud services to support AI, IoT, and enterprise-scale computing.

Course Code: AIS 463	Course title: Multi-Agent Systems	Credits: 3
This course introduces the principles, architectures, and algorithms underlying multi-agent systems (MAS). Students will explore agent models, communication protocols, coordination mechanisms, and decision-making in distributed environments. Topics include game theory, cooperation and competition strategies, negotiation, coalition formation, distributed problem-solving, and swarm intelligence. The course emphasizes both theoretical foundations and practical implementations, enabling students to design and analyze systems where autonomous agents collaborate or compete to achieve individual and collective goals. Applications in robotics, smart systems, and intelligent decision support are also discussed.		

Course Code: AIS 464	Course title: AI for Smart Cities	Credits: 3
This course explores how Artificial Intelligence (AI) technologies are transforming urban environments into smart, sustainable, and adaptive cities. Students will learn how AI integrates with IoT, big data analytics, computer vision, and intelligent decision-making systems to optimize urban operations and improve quality of life. Topics include smart transportation, energy management, waste optimization, urban planning, environmental monitoring, and citizen engagement systems. By the end of the course, students will be able to design AI-driven solutions that enhance sustainability, resilience, and efficiency in urban ecosystems.		

Course Code: AIS 465	Course title: Medical Signal and Image Processing	Credits: 3
This course introduces students to the fundamentals of biomedical signal and image processing. It covers techniques for acquiring, analyzing, and interpreting physiological signals and medical images for diagnostic purposes. Topics include signal acquisition, filtering, feature extraction, Fourier and wavelet transforms, and image enhancement and segmentation. Students will study electrocardiography (ECG), electroencephalography (EEG), photoplethysmography (PPG), electrooculography (EOG), medical imaging modalities, and computer-aided diagnosis systems. By the end of the course, students will have the skills to process, analyze, and interpret medical signals and images using computational tools and algorithms.		

Course Code: AIS 466	Course title: 3D Vision and Augmented Reality	Credits: 3
This course introduces students to the fundamentals of 3D computer vision and augmented reality (AR) systems. It covers the principles of 3D scene reconstruction, depth perception, camera calibration, and tracking, as well as AR technologies for overlaying virtual objects in real-world environments. Topics include stereo vision,		

structure from motion, point cloud processing, feature detection and matching, AR toolkits, and practical applications in robotics, gaming, healthcare, and industrial design. Students will gain hands-on experience with AR frameworks and computational tools to design and implement basic AR systems.

Mathematics & Statistics Courses

Course Code: MAT 110	Course title: Calculus	Credits: 3
Elementary functions, limits, continuity, limits involving infinity, tangent lines, derivative of elementary functions, differentiation rules, chain rule, implicit differentiation, linear approximation, l'Hospital rule. Graph sketching (extrema, intervals of monotonicity, concavity), optimization. Anti-derivatives, definite integrals, Fundamental Theorem of Calculus, integration by substitution, area between curves, improper integrals.		

Course Code: MAT 130	Course title: Linear Algebra	Credits: 3
Solving systems of linear equations, matrices and determinants; Vector spaces, inner product spaces; Eigenvalues, eigenvectors, diagonalization; Least Squares fitting; Some engineering applications.		

Course Code: MAT 140	Course title: Probability and Statistics	Credits: 3
The course begins with a foundation in descriptive statistics, covering data types, graphical summaries, and numerical measures of central tendency and variability. We will then delve into probability theory, learning the rules that govern uncertainty, including key probability distributions, both discrete and continuous. The course culminates in statistical inference, where students will learn to construct confidence intervals and conduct hypothesis tests to make data-driven decisions and predictions about real-world phenomena.		

Course Code: MAT 150	Course title: Numerical Analysis	Credits: 3
An introduction to computational problem-solving, this course covers key numerical algorithms for interpolation, integration, and solving equations (linear and non-linear). Emphasis is placed on algorithmic design, computational efficiency, and error analysis, with potential extensions into differential equations and eigenvalue calculations.		

Course Code: MAT 160	Course title: Discrete Mathematics	Credits: 3
This course introduces the fundamental concepts of discrete mathematics with applications in computer science and related fields. Topics include logic, proof techniques, sets, relations, functions, and graph theory. Students explore recursion, recurrence relations, counting principles, and discrete probability. The course also emphasizes algorithmic thinking through iterative and recursive methods. Applications in networks, biological modeling, and problem-solving are highlighted throughout.		

Course Code: MAT 170	Course title: Optimization Techniques	Credits: 3
This course provides an in-depth study of optimization techniques and their role in artificial intelligence and computational problem-solving. It introduces classical optimization methods such as linear and nonlinear programming, dynamic programming, and evolutionary algorithms, along with modern metaheuristics applied to real-world problems. Emphasis is placed on applying these techniques to improve efficiency, scalability, and performance across diverse AI applications. Through examples, problem sets, and case studies, students develop both theoretical understanding and practical skills in selecting and deploying appropriate optimization methods to address complex challenges in system design, data analysis, and intelligent decision-making		

GED Compulsory Courses

Course Code: ENG 103	Course title: ENGLISH I	Credits: 3
This course develops the student's writing skills through understanding the different genre structures of the written texts. Students' are taught the different types of sentences, how to connect them to build up a well-organized paragraph, moving to writing an essay. Students will be expected to compose, revise, and edit their written assignments, produce essays in accordance with their purpose and tone.		
Course Code: ENG 104	Course title: English II	Credits: 3
This course reinforces the knowledge and skills learned in ENG103. It introduces students to the techniques, principles, and concepts of argument, persuasive and textual analysis through composition of increasingly complex analytical essays and reports. The students learn different types of articles. Students study thoroughly the different types of essays and trained to master writing each one of them. This course also provides students with the requirements and skills needed to write official letters after a detailed study of their elements. The focus is on developing the students' skills and competency in critical analysis and interpretation of texts.		
Course Code: CIT 100	Course title: Computer Concepts and Applications	Credits: 3
This course provides a foundational introduction to the essential aspects of computing and its applications. It emphasizes the examination of computer hardware components and the utilization of software for word processing, spreadsheet management, presentation creation, and database design. Commencing with defining computers, their significance, and key components for input, processing, output, and storage, the course explores various network types and their applications. The curriculum addresses challenges related to computing, including data confidentiality, security, and privacy.		

Course Code: MTH 100	Course title: College Algebra	Credits: 3
This course outlines the concepts and principles of algebra, dealing with equations, graphs, models, functions, and other aspects to develop a strong understanding of algebraic concepts and principles in the student. Appropriate applications will be included. Upon entering College Algebra, the student is expected to possess an understanding of Elementary and Intermediate Algebra. 1) Linear Equations in one variable with applications. 2) Linear inequalities in one variable. 3) Absolute values equations and inequalities. 4) Quadratic equations. 5) Rectangular coordinates and graphs of linear and quadratic functions. 6) Polynomial functions of a single variable (including graphs, remainder, and factor theorem). 7) Exponential and logarithmic functions. 8) Matrices and their applications. 9) Binomial theorem.		
Course Code: GED 101	Course title: Islamic Culture	Credits: 3
This course studies the concept of Islamic culture, its importance, characteristics, sources, and components. It covers the most important values that Islamic teachings focus on, such as knowledge, mercy, peace, citizenship, and tolerance. The course also discusses the most important challenges facing society, such as the ones related to the family, the phenomenon of extremism, and violence that causes destabilization of intellectual security, and its impact on human life.		
Course Code: GED 112	Course title: Contemporary Emirati Studies	Credits: 3
The course covers a wide range of topics related to the United Arab Emirates in the contemporary era, focusing on introducing the student to the theoretical and empirical aspects that define political life in the country. It also sheds light on the country's position in the international arena and its performance in global competitiveness. The course also delves into Emirati society's values, essential heritage, and efforts to develop the Emirati people and foster their contributions to the betterment of the society, emphasizing their crucial role in shaping the country's future. The course also highlights significant achievements in vital national fields, showcasing the UAE's efforts in furthering human competencies and striving towards the future, the goals of empowering women and achieving development, and the unique features of the UAE's cultural and literary richness. The course also addresses issues of priority for the prudent leadership, including meeting food security requirements and ensuring community safety and prosperity through efforts to enhance community health, improve wellbeing practices, the country's pioneering pursuits in environmental sustainability, and efforts to achieve technical development and employ its achievements in various fields.		

Course Code: IES 111	Course title: Innovation Entrepreneurship and Sustainability	Credits: 3
Creativity, innovation, and entrepreneurship are essential tools for the global society including the Gulf region, which require the acquisition of new skills and abilities to take advantage of opportunities in different fields, such as social, economic and cultural. Shaping sustainable solutions for the current challenges. Therefore, this course is designed to provide students with an understanding and recognition of creativity, innovation, and entrepreneurship. Students will be able to gain knowledge of the theoretical framework and utilized its application in the real world in a sustainable manner.		
Course Code: IES 112	Course title: Introduction to Environmental Sustainability	Credits: 3
Environmental sustainability is essential for ensuring the well-being of current and future generations. This course provides students with an understanding of key concepts in environmental sustainability, including the principles, challenges, and practices involved. Topics cover sustainable resource management, climate change, renewable energy, and sustainable urban development.		

GED Elective Courses

Course Code: GED 130	Course title: Introduction to GIS	Credits: 3
This course offers introduction to Geographic Information Systems (GIS), immersing participants in the exploration of fundamental theories and practical applications applying specific software tools. The course encompasses essential components, including data input, storage, editing, spatial structures, analytical functions, and GIS management. Engaging lab exercises provide participants with hands-on experience, allowing them to cultivate practical proficiency in applying GIS concepts to diverse real-world scenarios. Through this multifaceted approach, participants not only gain theoretical knowledge but also develop a nuanced understanding of how to effectively navigate and leverage GIS tools for spatial analysis and decision-making.		
Course Code: GED 140	Course title: Conceptual Physics	Credits: 3
This course examines the concepts and theories of physics in understanding the physical world as we understand it; focusing on aspects of Newton's laws, how gravity works, the functions of heat, sound, and light, the process of electricity, concepts of relativity and quantum theory, and other topics.		
Course Code: GED 150	Course title: Critical Thinking	Credits: 3
This course offers a comprehensive exploration of the cognitive skills and methodologies necessary in understanding, analyzing and evaluating arguments, assertions, and problems frequently encountered in everyday situations through the application of formal logical reasoning.		
Course Code: GED 160	Course title: Psychology in Everyday Life	Credits: 3
This course enables the student to understand ideas, theories and methods related to psychology, including the history, concept, principles, and the role played by psychology in the advancement of science. It also shows the student how to analyze and evaluate psychological concepts, and develop skills in assessing and using different kinds of evidence.		

This course is an exploration of principles and concepts and a basic overview of the field of psychology and how these concepts are applied in everyday living. Students study specific topics and then apply their understanding through exercises and activities.

Course Code: GED 162

Course title: Corporate Social Responsibility

Credits: 3

In recent decades, corporate scandals such as Enron, the BP oil spill, and the 2008 financial crisis have highlighted the consequences of prioritizing profit over ethical considerations and stakeholder well-being. These events have underscored the critical need for Corporate Social Responsibility (CSR) as a framework for businesses to balance financial performance with social, environmental, and ethical obligations. CSR has evolved beyond a voluntary practice into a strategic imperative, influencing how businesses are perceived and regulated globally. In the UAE and the broader Middle East, CSR is gaining momentum as businesses align with the region's sustainability goals as well as the global Sustainable Development Goals (SDGs). As companies seek to build trust, maintain a positive reputation, and contribute to societal well-being, effective CSR practices have become essential. This course will explore the multifaceted nature of CSR, including its impact on corporate governance, risk management, and stakeholder engagement.

Students will analyse CSR strategies from global and regional perspectives, and the global standards on CSR reporting. The course will emphasize how ethical leadership, transparency, and responsible corporate behaviour can foster long-term success and societal value. Practical insights into CSR implementation, stakeholder communication, and sustainability reporting will equip students to develop responsible business strategies that are both profitable and socially conscious.

Course Code: GED 180

Course title: Human Behavior and Socialization

Credits: 3

This course studies the relationship between culture and environment and the science of psychology and its processes. It discusses cultural and environmental elements of human behaviors, thoughts, and emotions and how social and developmental psychology and the study of socialization deal with the role of culture in these processes.

It also focuses on the different approaches and results of mainstream psychology while discussing topics such as development and growth behavior, social influence, family models, parenting, moral development, and socialization.

This course is an introduction and broad overview of the concepts and principles of sociology, with an emphasis on the social natures of human behavior, including an understanding of the make-up and definitions of culture, the development of social structures and socialization, the formations of a family structure, issues of gender and religion, and other topics specific to human behavior and socialization.