

Faculty of Arts & Humanities Undergraduate Prospectus 2024/2025



Call 19(BUE) 19283
El Sherouk City, Cairo, Egypt
www.bue.edu.eg



1.1 Undergraduate Programmes

The Faculty of Arts and Humanities has three departments. It offers a BA (Honours) Degree accredited by the Supreme Council of Universities in one of the following fields:

English Language
& Literature

Basic & Applied
Psychology

Chinese
Language & Culture

1.2

Why Study in the Faculty of Arts and Humanities?

The Faculty of Arts and Humanities at the British University in Egypt fosters an inspiring educational environment. The programmes in each department develop students' creativity, critical thinking, and 21st century employability skills. By joining the Faculty of Arts and Humanities at the British University in Egypt, you engage in real-life experiences, internships, practical and digital work, student exchange programmes, projects, and research. The faculty's partnership with London South Bank University (LSBU) ensures the sustainability of our quality education and student-centered communicative learning.

The faculty's programmes are designed to ensure graduates have distinctive knowledge as well as the skills that will give them a competitive edge in the national, regional, and international job market.



Welcome to the Faculty of Arts & Humanities

1.3 Why study at the Department of English Language and Literature?

The Department of English Language and Literature has an active partnership with London South Bank University in the UK, and this partnership awards the department's students a dual degree certified by The British University in Egypt and London South Bank University. The department developed a distinguished programme of study that helps students delve into a wide range of literary works and explore the intricacies of language and communication. This exploration fosters intellectual growth and cross-cultural understanding. By studying English Language and Literature, students develop exceptional communication skills as they refine their ability to articulate ideas clearly, construct persuasive arguments, and engage in thoughtful discussions that prepare them to a wide range of promising careers at major domestic and international organisations in the fields of education, translation, publishing, public relations, and media.



1.3.1 What will I study?

Preparatory Year

You will acquire the fundamental academic and university life skills as you get introduced to the basic fields in English language, literature and translation. You will also develop your language skills in English, Arabic and a Modern European language in addition to study skills.

Degree Year 1

In year One, you will deepen your knowledge of the three specialised areas/tracks* which prepares you to eventually choose one of them by the end of the year.

**The tracks choices will be subject to student numbers and dependent upon specific module grades for progression.*

Degree Year 2

In this year, you choose your area of specialism:

- **Literature**, where you focus on the interpretation of literary texts, theories of literature and criticism, cultural studies and creative writing;
- **Applied Linguistics**, where you study spoken and written communication and apply different types of linguistics analysis at the phonological, lexical, syntactic, semantic, pragmatic and discourse levels;
- **Translation**, where you study translation theories, acquire professional translation and interpretation skills, enrich your lexicon and use technology in translation.

In all three tracks, you are given the opportunity to choose from a variety of elective modules to further sharpen your real-life experience and widen their scope of knowledge.

Degree Year 3

In the final year, you are being prepared to join the labour force. This is achieved through extensive learning and study experiences. You also conduct research as relevant to your area of specialism whereby your independence and mastery of the interdisciplinary knowledge acquired in the previous years will be successfully demonstrated.



1.3.2 How will I learn and be assessed?

We rely on a student-centered and technology-enhanced teaching and learning methods whereby our students refine their intellectual abilities. Students undergo a creative and innovative learning experience which embraces professional standards and new technologies in a global context.

Our key strength is the diversity of practice in which we bring practical and academic experiences together. Our community of specialised full-time academics further supports students' experience in all disciplines through lectures, tutorials, group work, projects, private study, practical activities and field trips.

Since our learning and teaching strategies promote collaboration and mutual exchange of ideas, assessment involves unseen written exams, computer-assisted assessments, coursework assignments, essays, oral presentations, role play, seminars and research projects/papers.



Students of the English Language and Literature Department in conferences, performances, and internships.

1.3.3 What career and further education opportunities are open to me when I graduate?

The English Language and Literature programme modules are embedded with employability skills to ensure students are prepared for the job market both nationally and internationally.

The programme also ensures graduates can flexibly adapt to the global demand of the remote job market (online and virtual) which is currently on the rise. The wide range of skills gives our graduates an advantage; they will be able to excel diverse fields that can include:

- Translation, interpreting, editing, and copywriting.
- Linguistics and digital linguistics.
- Creative and technical writing.
- Publishing, editing, reviewing, and critique.
- Academia, education, research, and consultancy.
- Arts management, entrepreneurship, human resources, and public relations.
- Media, TV transcription, and literary journalism.



1.4 Why study at the Department of Psychology at the BUE?

The Basic and Applied Psychology Department has an active partnership with London South Bank University in the UK, and this partnership awards the department's students a dual degree certified by The British University in Egypt and London South Bank University. The BUE programme of Basic and Applied Psychology offers students a comprehensive overview of Psychology as a science that incorporates different applications in community, in addition to social and ethical implications.

The programme is one of the few in the region that offers a final research project module which aims to develop students' research skills as well as their competencies to plan, design and manage a major practical project independently. This requires students to submit a substantial product which they will work on over a period of two semesters under the supervision of a faculty member.

1.4.1 What will I study?

Preparatory Year

In your preparatory year, modules provide basic knowledge and skills across the breadth of psychology. Immersive modules introduce theories and practical skills to provide a deeper exploration of the field. You also will be introduced to a wide range of study skills necessary for the higher level of your undergraduate education as well as developing your English Language skills.

Degree Year 1

This year's focus is on the study of basic and applied psychology. You will learn the basic behavioural principles connected to real life applications such as leadership and decision making. Furthermore, advanced data analysis techniques to prepare you to design and test your research and experiments are introduced.

Degree Year 2

You will get a deeper perspective on the human behaviour through a range of core modules that cover personality, human cognition, emotions, and motivation alongside the Psychology of Special Needs. You will also be introduced to more sophisticated assessment and research skills.

Degree Year 3

You can explore the areas of psychology that interest and benefit you the most with complete freedom of choice across a wide range of current topics in psychology. You will get the opportunity to apply the skills that you have acquired in two 20-credit internships in one of the following fields of application: clinical, organizational or educational psychology.



1.4.2 How will I learn and be assessed?

The key characteristic of our teaching and learning method is enhancing students' experiential learning through developing their competencies in self-discovery and leadership. We support our students with access to a variety of computing and experimental equipment to bring top-notch national and international standards together.

Our teaching methods include lectures, tutorials, group work, private study, field trips, practical classes, workshops and experimental work conducted in the labs to help students gain fundamental research skills and hands-on experiences. This will be facilitated by our full-time academics, and support staff who enhance students' experiences in all disciplines. Since our learning and teaching strategies promote collaboration and mutual exchange of ideas, assessment involves coursework exams, final exams, presentations, seminars and research projects.

1.4.3

What Career and further education opportunities are open to me when I graduate?

The programme is tailored to suit the demands of the job market which opens for our graduates a range of opportunities in renowned local and international organisations and institutions. It is also designed to ensure graduates flexibly adapt to global demands of the remote job market.

Our graduates have a solid foundation of analytical, methodological and communication skills which enables them to employ the skills and expertise gained through the years of study. The main focus of our curriculum is to lead students towards a path of creation, innovation and critical thinking, so that they can proactively contribute to the development of the society.

In addition, students of Basic and Applied Psychology are engaged in multiple forms of scientific research methods, designing and implementing psychological tests, writing psychological assessment reports, clinical counselling techniques as well as statistical data analysis methods; they are also trained on applying theories to reflect critically on their own learning and thinking. Besides, students also learn to communicate well, use statistical software, initiate and take responsibility of their own work and evaluate the work of others. The programme is designed to provide a solid foundation to those who are looking for a future career as a psychologist in a wide range of roles as:

- **Clinical Psychologist** in psychological and psychiatric clinics, mental health hospitals, and in the special needs institutions.
- **Educational Psychologist** in schools.
- **Legislation System** especially in the family court and forensic institutions.
- **Organizational Psychologist** in governmental and non-governmental organisations.
- **Military and intelligence institutions.**
- **Sport Psychologist** in clubs and athletic centres.
- **Academia:** Academic staff and researchers in scientific psychological and social research centres.



1.5 Why study at the Department of Chinese Language and Culture at the BUE?

China’s global dominance makes it essential for many to acquire the language and learn about the culture. The Department of Chinese Language and Culture acts as a bridge between the Chinese and Egyptian cultures. The modules taught at the Department offer students an outstanding opportunity to get immersed in the Chinese language and culture. The programme brings theory into practice via scholarships to study at Chinese universities, summercamps, and a semester abroad at China, in addition to cultural seminars to promote cultural exchange.

The Department equips its graduates with the practical skills needed in the labour market to embark a successful career in Egypt and abroad based on an understanding of the Chinese language and culture.

1.5.1 What will I study?

Preparatory Year

You will be introduced to the basic language skills: reading, listening, speaking, pronunciation and writing. You will also have the opportunity to develop your English and Arabic language skills in addition to study skills required for successful undergraduate study.

Degree Year 1

This year provides the foundation for your study of the Chinese language and translation of different text types. Furthermore, you will reinforce and develop the language skills studied in Prep Year. You will also study journalistic, essay writing, translation From Arabic into Chinese and vice versa.

Degree Year 2

You will get a deep perspective and knowledge of Chinese literature and culture through a variety of modules. In addition, you will further sharpen your awareness of linguistics and translation from Chinese into English and vice versa.

Degree Year 3

You will get the opportunity through this year to delve deeper in the Chinese literature and culture. You will even work on a project in which you will display knowledge and understanding of the tenets of the Chinese language, literature and culture like Chinese novel, drama and poetry.



1.0 Faculty of Arts and Humanities

1.5.2 How will I learn and be assessed?

The Chinese Language and Literature Department is characterised by the diversity of the teaching and learning methods used inside and outside the classroom to develop students' learning and competencies. Our students have access to our well-equipped language labs which facilitate their acquisition and understanding of the Chinese language. The modules students learn focus on guiding them on how to achieve success via creativity and innovation.

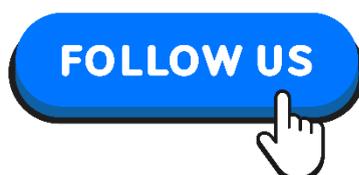
Our teaching methods include lectures, tutorials, group work, private study, field trips, practical classes, workshops and seminars conducted in the classrooms and the labs to help students gain hands-on experiences by our full-time academics and Chinese teaching assistants.

Since our learning and teaching strategies promote collaboration and mutual exchange of culture, assessment involves coursework exams, final exams, presentations, seminars and projects.

1.5.3 What career and further education opportunities are open to me when I graduate?

The programme is also designed to ensure graduates can flexibly adapt to global demands of working remotely which will give them an advantage to pursue diverse careers in any of the following areas both nationally and internationally:

- Teaching in schools, centres and universities.
- Working in Chinese research centres.
- Translation and interpreting in ministries, government agencies, publishing houses, and international companies.
- Working in various administrative roles in the New Administrative Capital and the Suez Gulf.



1.0 Faculty of Arts and Humanities

How to apply for a programme in the Faculty of Arts and Humanities?

- i. Read the admissions section in our general booklet. This can also be downloaded at www.bue.edu.eg
- ii. Submit an application online at www.bue.edu.eg
- iii. Call the BUE Hotline and speak to a member of staff in the Student Affairs Department if you require further information – 19 (BUE) 19283.

When to apply?

- i. The early admissions period begins in January of each academic year.
- ii. Applicants are encouraged to apply early in order to secure a place in their chosen programme of study.
- iii. Once programmes are full, the applicants will be placed on a waiting list.
- iv. Check the offered scholarships here: <https://www.bue.edu.eg/scholarships>



Class of 2023 with prof. Shadia Fahim, Dean of Arts and Humanities

