

Faculty of Arts & Humanities Undergraduate Prospectus 2020/2021



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



1.0 Faculty of Arts and Humanities

1.1 Undergraduate Programmes

The Faculty of Arts and Humanities has three Departments. It offers a BA. (Hons) Degree in one of the following fields:

1. **Basic and Applied Psychology**
2. **English Language and Literature with the following majors:
(Literature - Applied Linguistics- Translation)**
3. **Chinese Language and Culture**

The Faculty of Arts and Humanities at the BUE is a vibrant and inspiring educational environment. The programmes in each department develop students' creativity, intellectual capacity and life-long learning skills. Our partnership with London South Bank University (LSBU) ensures the sustainability of our quality education and student-centred communicative learning.

1.2 Why Study in the Faculty of Arts and Humanities?

By Joining the Faculty of Arts and Humanities at the BUE, students engage in real-life experiences, internships, practical work, student exchange programmes, projects and research. All our curricula are embedded with 21st century employability skills that will ensure our graduates easily integrate into today's fluid work environment.

Our programmes are innovative and modern 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.

Graduates will also be well prepared to pursue post-graduate studies in top-ranked universities, perform to high standards in academic positions and acquire leading roles in outstanding universities around the globe.



Welcome to the Faculty of Arts & Humanities

1.0 Faculty of Arts and Humanities

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

The Department of English Language and Literature (DELL) has developed a distinguished programme of study that places special value on the diversity of knowledge as well as on skill development to meet the increasing work demand in today's rapidly changing globalised world.

The programme engages its students in a variety of activities which promote collaboration and mutual exchange of ideas, and understanding cultural diversity while preserving cultural heritage.

Notably, the Department of English Language & Literature equips its graduates with a solid foundation on the leading tenets of modern thought in the fields of: literature, applied linguistics and translation. These fields provide them with the necessary skills and ethos to pursue a promising career at major domestic and international organisations in the field of education, public relations, media, publishing and translation.



1.0 Faculty of Arts and Humanities

1.3.1 What will I study?

Preparatory Year

You will be introduced to the fundamental academic and university life skills as you will get introduced to the basic fields in English language, literature and translation. You will also have European languages, in addition to study skills. the opportunity to develop your language skills in English, Arabic and modern

Degree Year 1

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

Degree Year 2

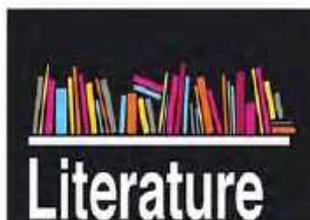
Here you choose your area of specialism:

- **Literature**, where students focus on the interpretation and analysis of literary texts and study theories of literature and criticism.
- **Applied Linguistics**, where students study spoken and written communication, applying both digital and linguistic analyses to lexis, structure and language use.
- **Translation**, where students acquire the skills of professional translation: terminology and lexicology, using computers in translation, and theoretical aspects of translation.

In all three tracks, students are given the opportunity to choose from a variety of elective modules to further sharpen their 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.



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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 full-time academics further supports students' experiences 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 and research projects/papers.



Student Role Play in Class.



Student Lab Project.



BUE/LSBU Seminar.

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

All our programmes develop students' employability skills fit for the 21st century. 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 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 in a number of diverse fields that can include:

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



BRITISH COUNCIL

Become a British Council Ambassador

Application is Now open for students of the Faculty of Arts & Humanities

The British Council Ambassador role is to Serve as a link between the British Council and the BUE. The Internship will be on Campus.

The advertisement features the British Council logo at the top left. Below it, the text 'Become a British Council Ambassador' is written in a large, bold, orange font. To the right, there is a blue banner with white text that reads 'Application is Now open for students of the Faculty of Arts & Humanities'. At the bottom, there is a photograph of three young women smiling and posing together. To the right of the photo is a dark blue box with white text that reads 'The British Council Ambassador role is to Serve as a link between the British Council and the BUE. The Internship will be on Campus.'

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

Psychology is a specific-subject area focusing on the human cognition, emotion and behaviour, the relationship between thought, feelings and behaviours and the variety of social and cultural situations and contexts.

The BUE programme of Basic and Applied Psychology offers students a comprehensive overview that incorporates different aspects of basic and applied fields of psychology, in addition to social and ethical implications of them.

The BUE is one of the few universities in the region that offers a final year project module which seeks to develop students' research skills and their abilities to manage a major 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

You will be introduced to a wide range of study skills necessary for the higher level of your undergraduate education. You will also have the opportunity to develop your English language skills required for successful undergraduate study.

Degree Year 1

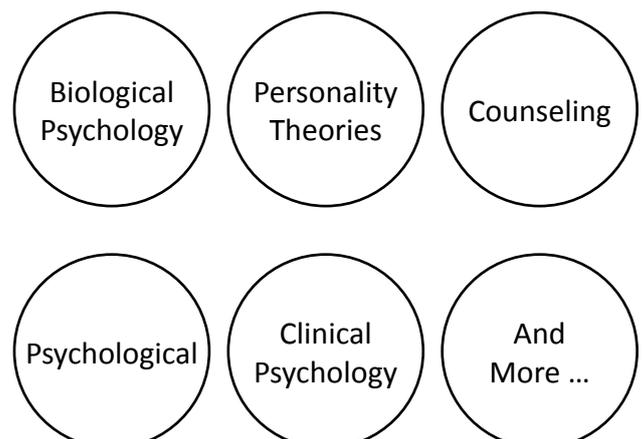
This provides the foundation for the study of basic and applied psychology generally. Furthermore, you will be introduced to basic research techniques and statistical analysis so that you know where and how to search and use information.

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 along with more sophisticated assessment and research skills.

Degree Year 3

You will get the opportunity to apply the wide range of skills that you have acquired in two 20-credit internships in one of the following fields of application: clinical, organisational or educational psychology.



1.0 Faculty of Arts and Humanities

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 support 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 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. The programme 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 Psychology are engaged in multiple forms of research methods and statistical measurements; they are also trained on using theories to reflect critically on their own learning and thinking. Students of Psychology 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 in a wide range of roles in:

- Academia: teaching, publishing and research.
- Clinical interventions in clinics, hospitals, and special needs centres.
- School interventions.
- Consultation and organisational interventions.
- Military, intelligence and police institutions.
- Legislation system especially in family court and forensic psychology in addition to
- Human development and governmental and non- governmental organisations



1.0 Faculty of Arts and Humanities

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

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 indulged in the Chinese language and culture.

The programme brings theory into practice via scholarships to study at Chinese universities, summer and winter camps and cultural seminars to promote cultural exchange.

Notably, 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.

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.

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.



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1.5.2 How will I learn and be assessed?

The 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 support staff.

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?

China's global dominance makes it essential for many to acquire the language and learn about the culture. The Chinese Language and Culture programme prepares students to develop the skills and language proficiency.

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 or internationally:

- Academia, teaching and research.
- Translation and interpreting.
- 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.



