Abu Dhabi University strengthens Dubai Campus academic offering with eight undergraduate programs across emerging technologies and key disciplines for Fall 2027

- *The new offering spans business, engineering, social sciences and law, including programs in artificial intelligence engineering, cybersecurity engineering and fintech, with scholarships up to 50% available*

Abu Dhabi, UAE, 22 October 2026: Abu Dhabi University (ADU) has announced a significant expansion of its Dubai campus academic offering with the introduction of eight undergraduate programs across four colleges, starting Fall 2027. Spanning business, engineering, arts and social sciences, and law, the expansion will increase the campus's academic portfolio, broadening opportunities for students to pursue undergraduate education in Dubai.

The new programs include a Bachelor of Business Administration (BBA), BBA in Digital Marketing Communications, BBA in Finance and Fintech, Bachelor of Science (BSc) in Artificial Intelligence Engineering, BSc in Cybersecurity Engineering, Bachelor of Arts (BA) in International Relations, BA in Psychology, and Bachelor of Law. Together, these programs will expand the Dubai campus's academic portfolio in undergraduate and postgraduate programs, offering students greater opportunities to pursue qualifications in emerging technologies, established professions and disciplines that are increasingly important to the UAE's economic and social development.

Professor Ghassan Aouad, Chancellor of Abu Dhabi University, said: "As Dubai continues to strengthen its position as a global centre for business, innovation and talent, universities have an increasingly important role in preparing graduates for the opportunities ahead. Our expansion in Dubai reflects ADU's commitment to making high-quality education accessible to a broader student community, while equipping graduates with the knowledge and skills needed to contribute to the UAE's evolving economy. Through these new programs, we aim to support the development of future-ready talent in line with the ambitions of Dubai's Economic Agenda D33."

The expansion builds on ADU's growing international recognition for academic excellence. This year, the university ranked among the world's top 325 universities in the Times Higher Education World University Rankings and 9th among 322 academic institutions in the region in the latest QS Arab Region University Rankings.

Dr. Anas Najdawi, Director of ADU's Dubai Campus, said: "The introduction of these undergraduate programs represents an important new chapter for our Dubai campus. Having established a strong foundation in postgraduate education, we are now expanding the opportunities available to students at an earlier stage of their academic journey. Our ambition

is to build a dynamic learning community where students can benefit from ADU's academic expertise, engage with industry and develop the skills and confidence to pursue their professional aspirations. As we expand, we will continue to align our academic offerings with the evolving needs of our strategic partners in Dubai, while supporting the objectives of Dubai's Education 33 (E33) strategy to deliver learner-centric education and equip students with the skills needed for the future. We look forward to welcoming a new generation of undergraduate students to our Dubai campus."

Established in 2017, ADU's Dubai campus is located in Dubai Knowledge Park and spans an 8,000-square-metre educational facility. With a strong foundation in postgraduate education, the campus provides a technology-driven learning environment designed to support academic development and professional growth. The new undergraduate offering will further strengthen its position as a destination for students seeking internationally recognised higher education in Dubai. To further support access to higher education, scholarships of up to 50% will be available to eligible students enrolling in the new undergraduate programs.

To learn more about ADU's new programs, please visit: www.adu.ac.ae

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