

APTECH AT NUB — EMPOWERING STUDENTS WITH ESSENTIAL EMPLOYABILITY SKILLS



NUB is committed to secure its student's future by empowering them with the necessary knowledge and employability skills needed to introduce a generation of leaders ready for employment immediately upon graduation. Consequently, in 2017-2018, **NUB** collaborated with Aptech Academy of Learning and Training Ltd. in India, offering internationally accredited English and IT courses as university requirements at all faculties. Courses are compulsory for students who start their first academic year at **NUB** and are taught over three years of study, within three academic years, across six academic semesters.

ELECTRONIC LEARNING SUPPORT (ELS):

NUB designed its very own online learning system named the Electronic Learning Support (ELS); an application for online teaching, learning, community building, and knowledge sharing. Our ELS system is one of **NUB's** vital educational pillars which not only sets it at the forefront of Egyptian universities, but also provides easy access for students through **NUB's** website and is designed to:

- Facilitates learning
- Enables students to interact with their tutors and peers on a daily basis
- Increases productivity and efficiency of educational learning
- Helps students in solving the most critical challenges in today's ever- changing environment while increasing their chances to succeed.



FACULTY OF MASS COMMUNICATION AND PUBLIC RELATIONS



Duration of Study:

Four years

Credit Hours:

140 hours

All courses are conducted in English

Degree:

The faculty grants students a bachelor's degree in the following fields:

- Public Relations and Advertising
- Radio and Television
- Journalism
- Electronic Publishing



THE GATE TO
YOUR FUTURE



WHY JOIN MASS COMMUNICATION AND PUBLIC RELATIONS?

The faculty of Mass Communication and Public Relations at **NUB** endeavors to achieve a new contemporary media model that combines general and specialized knowledge, alongside technological and cognitive skills. To guarantee the success of this formula, the faculty's training processes comply to a system of modern moral and pedagogical principles spanning

- Lab preparations
- Media production
- E-learning

The Faculty has signed several cooperation protocols with a number of leading media organizations and media experts who oversee the work of students. As a result, students and the faculty gain advanced positions in national competitions and festivals.

The faculty provides local, regional and international media with qualified calibers in the fields of:

- Traditional Media: press, radio and TV, public relations and advertising
- New Media: internet, e-publishing and integrated marketing communications.



NUB TV / Radio

NUB TV is the first private university channel in Egypt to broadcast its service on the internet and through the **NUB** website www.nubtv.net. The channel also broadcasts its service on campus via screens placed across the faculties, the cafeteria area, and the **NUB** Residence Hall. The channel is connected to a Wi-Fi system to serve **NUB's** academic and pedagogical mission and to communicate with the local community and the surrounding environment.

STUDENT SUMMER TRAINING

Students are granted direct access to training opportunities during mid-year and summervacations at top-class workplaces relevant to their specialties. Consequently, they are well prepared to work in distinguished and prestigious workplaces after graduation.



NAHDA CONTINUOUS EDUCATION CENTER (NCEC)



NUB Continuous Education Center (**NCEC**) is a chain that connects the university with society. The center allows the largest possible number of community members to benefit from the expertise, experiences and resources available in **NUB** by offering programs that develop the required skills and expertise while providing a supportive and encouraging environment, in theory and in practice.

In addition, the center is tasked with improving teaching, learning and training methods to develop the capabilities of all parties involved in the educational process, leveraging academic expertise by offering advanced programs that develop the abilities and skills of **NUB** faculty and staff. The Center also offers advanced training programs for academic and administrative leaders to improve their leadership performance and decision-making abilities, as well as their intellectual and research skills.

NCEC offers a wide range of training programs and integrates with courses offered by Aptech, Huawei, Cisco and Oracle academies.

