Bachelor in
HUMANITIES APPLIED TO PUBLIC AND CULTURAL AFFAIRS (HAPAC)

Whoever masters words masters the world

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What is the Bachelor in Humanities Applied to Public and Cultural Affairs?

The Bachelor in Humanities Applied to Public and Cultural Affairs (HAPAC) is a new interdisciplinary programme designed by Sorbonne University Abu Dhabi to **train tomorrow's global thinkers, communicators, ambassadors and leaders.** It bridges the humanities, digital humanities, communication, and political sciences to prepare students for careers in diplomacy, cultural diplomacy, public administration and relations, communication, digital media, cultural management, and international cooperation.

Students learn how humanities knowledge creates impact in real-world contexts, how societies function, how culture influences policy, and how to engage diverse audiences in an interconnected world. They develop advanced analytical, creative, and persuasive skills that are now indispensable in a global and hyper-connected world shaped by the power of language and communication.

The curriculum combines:

- **Liberal arts foundations** (human and political sciences, rhetoric, languages, and cultural studies)
- **Applied public affairs training** (policy analysis, diplomacy, cultural project management, and international communication)
- **Digital and research skills** (AI writing, digital humanities, new media, and cultural data management)

Who is this programme for?

This programme is ideal for students who are:

- Passionate about **culture**, **communication**, **journalism**, and **international dialogue**
- Keen on **global issues**, **diplomacy**, **soft power** and **public service**
- Attracted to **public speaking**, **writing** and **performing arts**
- Interested in combining **creativity**, **analytical thinking**, **persuasive skills** and **leadership**
- Excited to study in a **multicultural** environment and work across **languages**
- Motivated to build careers that connect **culture**, **society**, and **governance**

What makes this programme unique?

A humanistic and cross-cultural core for real-world impact

Built on three pillars – Languages and Linguistic Practices, Interculturality and Contemporary World Challenges–, as well as Multilingualism and Cross-cultural Communication, **HAPAC empowers students to decode and influence complex social, cultural, and political issues**, and lead with rigour and empathy. Students learn to understand and interpret diverse cultural contexts, preparing them to **act as cross-cultural ambassadors** between different societies and professional environments.

Integration of Digital Humanities and AI

The Bachelor in HAPAC introduces students to emerging technologies and the ethical challenges of the digital era. Courses such as Digital Communication and AI Writing, AI Ethics and Challenges prepare students to engage with artificial intelligence, virtual reality, and data-driven communication. The programme thus ensures **graduates are equipped with advanced digital and analytical skills** relevant to future job markets.

Innovative and professional workshops that connect theory and practice

Hands-on workshops run through the curriculum: speech and eloquence, podcasting and storytelling, database and corpus creation, digital communication and AI writing, cultural project design and delivery, professional branding and internship preparation.

Professional certification pathways

From Year 2, students tailor their training by choosing one of two certification pathways:
- **Media and Communication**
- **Public Affairs**
- An optional pathway in **Didactics of French as a Foreign Language (FLE)** is offered in Semesters 3, 5 and 6. It is designed for students who aim to attain professional proficiency in French and to become specialised French-language trainers.

Career readiness

An **8-week internship in Semester 6** (Media and Communication, Public Affairs, or FLE) plus professional development workshops (CV / cover letter, LinkedIn, workplace conduct, networking) delivered with SUAD's Career Centre.

Programme *highlights*

- Political sciences, diplomacy and soft power

- International cooperation and multilingualism

- 8-week credit bearing internship (local or international)

- Innovative workshops conducted by professionals and experts

- Public speaking and excellent writing skills

- Communication, new media and journalism

- Cultural projects design and management

- Digital and AI humanities

Structure

International Study Opportunities

From Year 2, students may apply for Erasmus+ exchanges (a semester or a full academic year). Thanks to ECTS, courses taken abroad are fully recognised with no additional tuition fees. Selected partner universities include leading European and international institutions.

Among Sorbonne partner institutions are prestigious universities such as Sciences Po Paris (France), Universidad Autónoma de Barcelona (Spain), Università degli Studi di Bergamo (Italy), University of Malta (Malta). From the 2026 academic year onwards, some exchange programmes might also offer scholarships to support selected students.

Workshops

Workshops are the programme's signature. Every course is paired with a hands-on workshop that turns concepts into practice – writing, speaking, producing, and solving real problems. Alongside these, HAPAC runs flagship professional workshops co-designed with cultural institutions and the corporate world, where students tackle live briefs (policy labs, media rooms, curatorial studios, communication campaigns). Regular masterclasses and clinics with seasoned practitioners and renowned experts anchor learning in current professional standards, strengthen portfolios, and boost employability.

Internships

A mandatory 8-week internship in Semester 6 (UAE or abroad) provides hands-on experience in media / communications, public affairs, or FLE. Students receive a dedicated supervision for the internship report and take part in professional preparation workshops.

Language of Instruction	French
Duration	3 years (6 semesters), **180 ECTS**
Core Teaching Units (UE)	**UE1 – Core Courses:** Languages and Linguistic Practices; Interculturality; Contemporary World Challenges **UE2 – Certification Pathways:** • Media and Communication • Public Affairs • Optional "Didactics of FLE" (offered in Semesters 3, 5 and 6; aimed at students seeking professional proficiency in French and specialisation as French-language trainers) **UE3 – Supervised Study Projects:** Project Management and/or Introduction to Research (both required in Year 3) **UE4 – Electives:** Foreign languages (e.g. Arabic, English, Spanish, Italian, German, Chinese), sports, cross-disciplinary options (philosophy, sociology, law, economics, history, history of art), or Cultural Events (writing and publishing in SUAD media)

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Course list by semester

Semester 1
Discovering Humanities, Public and Cultural Affairs

Course name
World Languages: Fundamental Concepts
Cultural Dialogues: Weavings and Mixtures
Culture and Society: Current Challenges
Introduction to Media and Communication Theories
Introduction to Political Science: Concepts and Schools of Thought
Undertaking and Designing a Cultural Project
Information Retrieval and Bibliography Development

Semester 2
Applying Humanities to Public and Cultural Affairs

Course name
Rhetoric and Argumentation in Public Discourse
Francophonie across the World
Introduction to Digital Humanities
Journalistic Writing, between Tradition and Innovation
The Major International Organisations
Conceiving and Successfully Implementing a Cultural Project
The Keys to a Relevant Research Inquiry

Semester 3
Understanding the Professions of Diplomacy and Analysing the Art of Discourse

Course name
Linguistic Analysis of Discourse: Theories of Enunciation and Pragmatics
Intersecting Perspectives between East and West: Still Images and Moving Images
Ecopoetics and Environmental Transition
Practice and History of Writing Media
The Professions of Diplomacy
The Didactics of French as a Foreign Language (FLE): History and Methods
Eloquence Contest: From Organisation to Participation
Rhetorical Protocol of Writing in Research

Semester 4
Mastering Language, Digital Humanities, and Cultural Diplomacy

Course name
Language and Society
Founding Myths: Mythology, Legends, and History
Digital Humanities and Creation (artistic, literary, etc.)
Digital Communication and AI Writing
Soft Power: Public Affairs and Cultural Diplomacy
Project Management Methodology: Budget, Sponsors, and Communication Strategy
Creation of a Database and a Corpus

Semester 5
Entering the Contemporary World Stage

Course name
Staged and Featured Speech
Dialogue of Languages
The Contemporary World Put to the Test of Literature
Voice Channels: Podcasting and Storytelling
French Soft Power: The Worlds of Fashion, Gastronomy, and Sport
Pedagogical Innovation in Didactics of French as a Foreign Language (FLE)
Internship Report Methodology
Research Seminar

Semester 6
Being an Actor and Creator of the Professional World

Course name
History of Writing: From Origins to Social Networks
Folklore and Oral Culture, From Yesterday to Nowadays
AI Ethics and Challenges
8-week Internship and Internship Report (Media and Communication)
8-week Internship and Internship Report (Public Affairs)
8-week Internship and Internship Report (Didactics of French as a Foreign Language)
Practice of Internship Report
Research Seminar

Assessment & graduation requirements

Assessment is based on continuous evaluation: quizzes and exams; individual and group presentations; case studies; creative and professional projects; reflective journals; portfolio work; research assignments; and the internship report. Attendance is mandatory.

Graduation: 180 ECTS over 6 semesters (maximum study period: 6 years including any foundation / regime long pathways).

Career prospects

HAPAC graduates enter diverse roles across government, diplomacy, international organisations / NGOs, media and journalism, corporate and institutional communications, cultural industries, education / research, and digital / new media.

Graduates are also well positioned to pursue graduate or doctoral studies at top-tier universities worldwide, thanks to the programme's rigorous academic foundation and strong research emphasis.

Career Centre support

SUAD's Career Centre supports students throughout their programme offering one-on-one career advising, CV / cover letter clinics, internship placement assistance, and employer connections through the JobTeaser online platform.
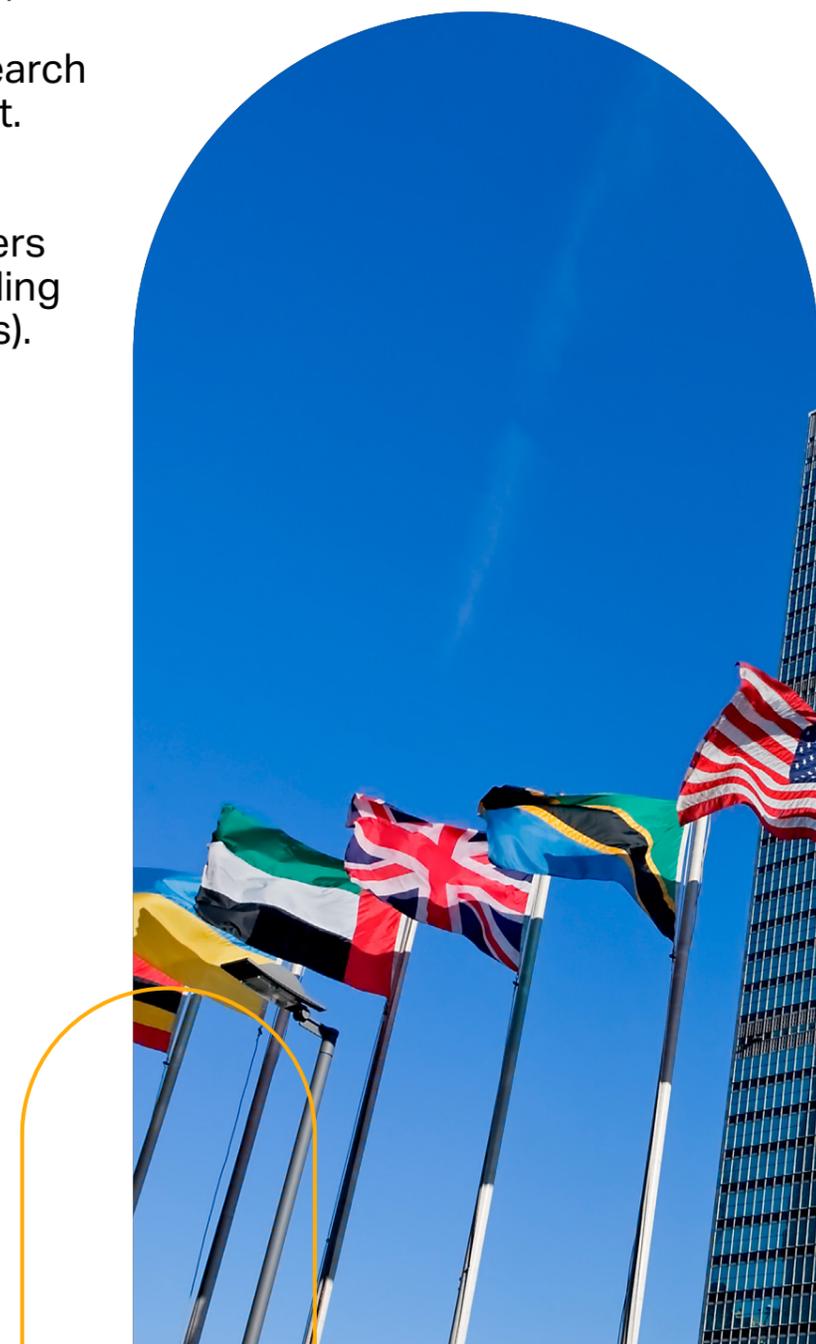
What can I do with a major in Humanities Applied to Public and Cultural Affairs?

Where graduates in HAPAC can work

Graduates from the Bachelor in HAPAC programme qualify for a wide range of professional opportunities in prestigious sectors, combining cultural expertise, communication, and leadership across the public and private spheres.

Diplomacy, Cultural Diplomacy & Public Administration

- Diplomatic / Cultural Affairs Officer
- Policy and Public Affairs Adviser
- International Relations Consultant
- Cultural Attaché or Embassy Liaison
- Public Sector Project Coordinator
- International Cooperation Officer

Cultural Management, Heritage & Museums

- Cultural Project Manager
- Museum Education and Mediation Officer
- Curator Assistant / Exhibition Coordinator
- Heritage Programme Specialist
- Events and Festivals Coordinator
- Cultural Foundation Programme Officer (e.g. Louvre Abu Dhabi, Zayed National Museum, Sharjah Museums Authority, DCT Abu Dhabi)

Communication, Media & New Digital Industries

- Public Relations and Communications Specialist
- Journalist / Content Producer / Radio or TV Assistant
- Digital Content Strategist / Social Media Analyst
- Cultural Communication Manager
- Podcast and Storytelling Producer
- New Media Writer / Web Content Creator

International Organisations & NGOs

- Cultural Cooperation Officer
- Programme Associate (UNESCO, British Council, Institut français)
- NGO Project Officer in Education or Culture
- Community and Events Fundraiser
- Policy Analyst / Advocacy Researcher

Performing Arts & Creative Industries

- Theatre or Performing Arts Manager
- Cultural Events Producer
- Artistic Programme Coordinator
- Stage Communication and Media Consultant

Education, Training & Research

- Research Assistant in Humanities and Social Sciences
- Academic Project Coordinator
- Language and Intercultural Communication Trainer
- Documentation and Records Specialist

Further Study Options

Graduates from the HAPAC programme can pursue advanced degrees at both Sorbonne University Abu Dhabi and internationally.

At Sorbonne University Abu Dhabi:

- Master in Communication
- Master in Records and Archives Management

At International Institutions:

- Sciences Po Paris (France)
- London School of Economics (UK)
- Anwar Gargash Diplomatic Academy (UAE)
- Master's in Global Affairs, International Development, Public Policy, or Diplomacy

The HAPAC degree provides an ideal foundation for postgraduate studies in:

- International Relations & Diplomacy
- Cultural and Heritage Management
- Media, Communication & Digital Humanities
- Political Science and Public Administration
- Sustainable Development & International Cooperation

Career Outlook in the UAE and Gulf Region

The UAE and wider Gulf region are investing heavily in **culture, heritage, and public affairs** — fields that align directly with the HAPAC programme's interdisciplinary focus. Graduates will find growing opportunities in:

1. Cultural Mediation & Heritage

Cultural mediators, educators, and interpreters are in high demand in major cultural institutions such as:

- Louvre Abu Dhabi
- Guggenheim Abu Dhabi
- Qasr Al Hosn and House of Artisans
- Department of Culture and Tourism (DCT Abu Dhabi)
- Sharjah Museums Authority

Roles include:

- Cultural Mediator
- Museum Education Officer
- Heritage Programme Coordinator

2. Cultural Administration & Government Affairs

Graduates can work with ministries and public agencies to design, manage, and evaluate cultural policies and public programmes:

- Department of Culture and Tourism (DCT Abu Dhabi)
- Dubai Culture & Arts Authority
- Abu Dhabi Media Office
- Embassies and Cultural Attaché Offices
- National Archives and Library of the UAE

Possible positions:

- Cultural Affairs Officer
- Project and Policy Coordinator
- Public Administration Associate

3. Cultural Production, Communication & Events

With Abu Dhabi and Dubai emerging as global cultural hubs, there is increasing need for professionals managing international events such as:

- Abu Dhabi Festival, Art Dubai, Sharjah Biennial
- Emirates Airline Festival of Literature
- Expo City Dubai cultural programming

Sample roles:

- Cultural Producer / Programmer
- Communication & PR Specialist
- Exhibition Coordinator

4. International Cooperation and Cultural Diplomacy

Students trained in multilingual and cross-cultural negotiation can pursue careers in:

- Foreign cultural institutes (Institut français, Goethe-Institut, British Council)
- UNESCO and international NGOs
- Gulf-based think tanks and development programmes

Key roles:

- Cultural Cooperation Officer
- International Programme Analyst
- Public Diplomacy Consultant

5. Emerging Sectors: Media, AI, and Digital Humanities

The inclusion of modules such as **Digital Communication and AI Writing or Digital Humanities** reflects a growing demand for:

- Content Strategists
- Digital Project Managers
- AI Ethics Analysts
- Digital Archivists
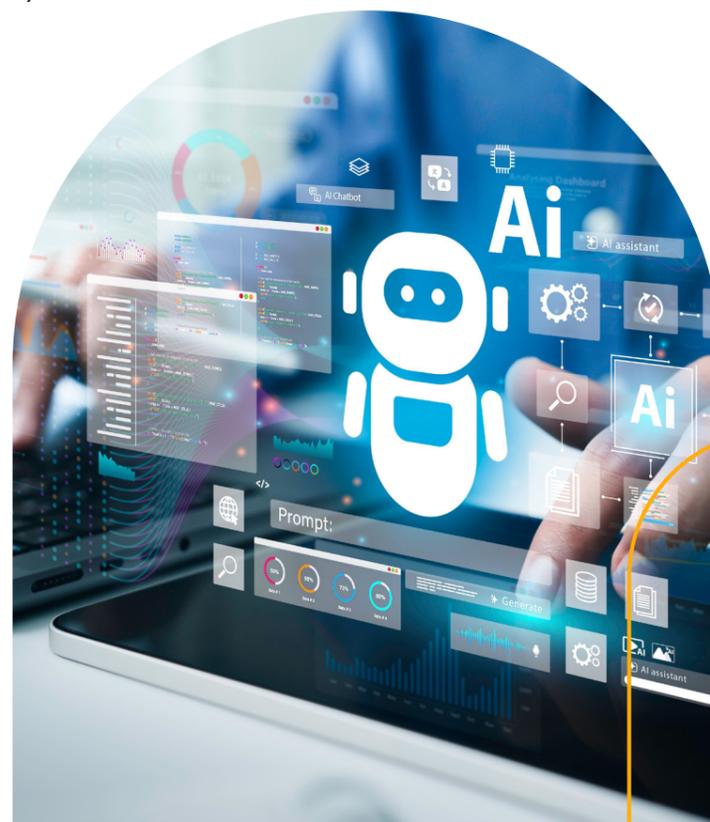
Admission prospects

Admission to the Bachelor in Humanities Applied to Public and Cultural Affairs is highly selective and competitive, with each applicant assessed on academic merit and potential for success in the programme.

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General application requirements

- **French Baccalaureate:** Minimum average of 12 out of 20
- **UAE Ministry of Education curriculum:**
    - General stream / Arts stream: Minimum average of 80%
    - Advanced stream / Elite stream / Science stream: Minimum average of 75%
- **Other high school systems:** High school certificate equivalent to the UAE Ministry of Education high school, with a minimum average of 80% or equivalent.

French language proficiency:

- **French Aptitude Certificate at B2 level:** DELF, DALF, SELFEE, TCF (valid 2 years)
- **TEF** (valid 2 years)
- **SUAD University Diploma (DU) French Language** for non-French speakers
- **French Baccalaureate** graduates are exempt

Foundation year pathway:

Applicants not meeting the required French language level may be admitted conditionally and enrolled in the intensive French foundation year, provided they meet the academic requirements above.
Upon successful completion of the foundation year, students will be admitted into the bachelor programme.

Other education systems:

Conditions apply for other foreign curricula in line with Sorbonne University Abu Dhabi's admissions policy.*

Equal opportunity:

Sorbonne University Abu Dhabi welcomes applications from students of all nationalities and backgrounds, regardless of country of origin, income, gender, religion, or physical condition.

Tuition Fees

AED 215,100 (approximately US$ 58,615)

Up to 100% scholarship available for this programme**!
To learn more

Click:
https://www.sorbonne.ae/fees-and-scholarships scholarships/

or Scan:

**Terms and Conditions apply

Contact Student Recruitment admissions@sorbonne.ae for more details.

Why Sorbonne University *Abu Dhabi?*

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In today's fast-paced and globalised world, education and communication play a pivotal role in shaping progressive and dynamic societies. The French education system is renowned for cultivating rigorous inquiry and, debate skills – essential qualities for developing future innovators and leaders.

Sorbonne University Abu Dhabi is a globally recognised institution that bridges civilisations, offering a multicultural environment that fosters tolerance, curiosity, harmony, and cultural awareness - vital qualities for success in the modern economy. Students benefit from internationally acclaimed faculty, state-of-the-art facilities, and globally recognised degrees, all of which equip them with the tools necessary for a successful and impactful career.

This degree is awarded by Sorbonne Université and accredited by the French Ministry of Higher Education, Research and Innovation. Furthermore, this programme is accredited by the Commission for Academic Accreditation (CAA).

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