



School of Business
The American University in Cairo

EDUNIVERSAL Convention

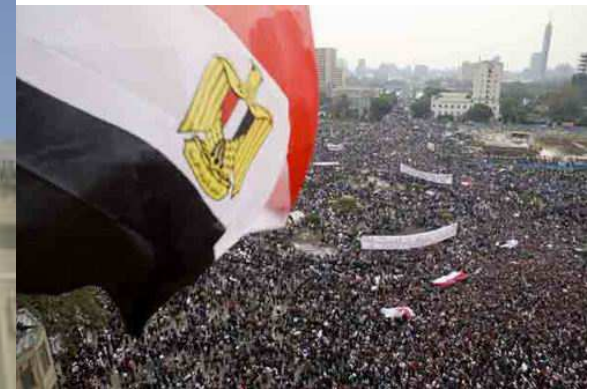
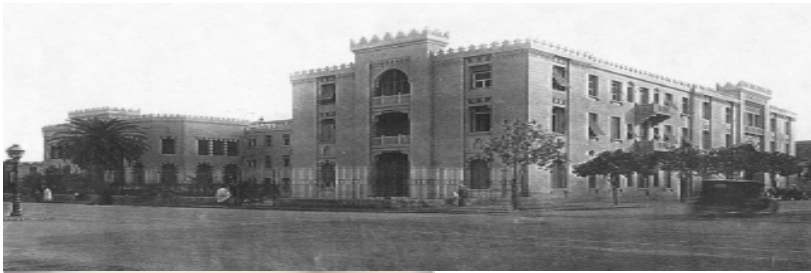
October 2013

Bangalore, India



The American University in Cairo: An International Learning Environment

- An American liberal arts university in the heart of the Middle East
- Diversified faculty body
- Participation of students in international case competitions, conferences and study trips
- All our degree and non degree programs have an international concept embedded in the curriculum
- Arabic Language Institute ranks among the preeminent Arabic instruction programs in the world.
- International Programs Office (IPO) for fostering constructive and successful relationships with international business schools, as well as integrating internationalization across all school activities.





The School of Business

Mission

*The School of Business strives to create an environment that fosters the development of **principled and innovative** business leaders and entrepreneurs who can make a difference*

Vision

*The School of Business sees itself becoming **globally recognized** as the leading business school connecting the region to the world.*

Main Pillars

Entrepreneurship, Innovation and Leadership



International Policy and Strategy

- Internationalizing the School has been its primary goal since its restructuring throughout the strategic plan and as reflected in the vision.
- The School's community and stakeholders firmly believe in pursuing academic excellence through diversity and internationalization in teaching, research, service to the community and co-curricular activities to equip graduates with a deep and nuanced understanding of global market perceptions and realities and prepares them to manage effectively in a multicultural environment.



International Aspects of Governance

- The School is strongly influenced in its thinking and international orientation by the membership of the School Advisory Board.
- Of the 44 members 19 are international covering US, Europe, India and China.
- The Egyptian members, without exception, widely experienced in international industry, and commerce and most of them have been educated abroad.
- Advisory Board instrumental behind the launching the School of Business' quarterly magazine, the AUC Business Review (ABR).
- Virtually all of the senior members of the School have also been educated and have significant experience outside Egypt which they bring to their work in the school.



Internationalization Steps

- Attracting a diverse mix of international and multicultural faculty, staff and students.
- Maintaining a strong international focus in academic and executive education offerings.
- Expanding international partnerships with academic and corporate institutions to promote student exchanges, faculty mobility, research collaboration, internships and other educational opportunities.
- Promoting international excellence in practical and scholarly research, including publication in internationally recognized outlets and hosting international conferences and seminars.
- Supporting student participation in international events, such as case and business plan competitions, conferences, workshops, seminars and study, as well as international events organized by student clubs.
- Developing the international client base in Executive Education
- Increasing awareness of the school internationally.



International Learning Experience

- School is committed to ensuring that students are exposed to a genuinely international learning experience.
- Many courses have an explicit international perspective,
- Faculty members are committed to continuous improvement in the international elements of pedagogical and technological techniques and continuously seek to update their teaching tools, styles and skills to improve students' learning in an international and multicultural environment.



Faculty Background and Training

- The faculty members represent nine different nationalities; non-Egyptians represented 26 percent of the school's Core Faculty.
- It is also important to note that 87 percent of core Egyptian faculty received their highest degree from a European (36 percent) or a North American (63.8 percent) institution.
- The School deliberately encourages faculty to maintain their international awareness through the regular development process and supports them in spending time abroad researching and teaching.



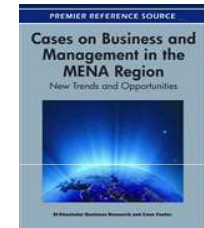
El-Khazindar Business Research and Case Center: A leading case center in the MENA region. Established in 2007



Vision

To to be “the leading case development center in the Middle East region, and the primary link between academic research and practical applications.”

- Casebook with IGI Global entitled "Cases on Business and Management in the MENA Region: New Trends and Opportunities".
- Launched the MENA journal of Business Case Studies
- Business Simulations adopted in undergraduate courses, Executive Ed. And MBA.
- Developed material for new Undergraduate Course: “*Business Cases & Consultancy Applications*”
- Provide in-class workshops for both Case Writing and Case Solving techniques

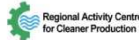




Entrepreneurship & Innovation Program (EIP)

Established in 2010

- To create a healthy **entrepreneurial environment** on the **AUC campus** serving the **business community in Egypt** and reaching **out to the region**
- To provide potential entrepreneurs with the tools they need to practice their entrepreneurial desires by connecting them to **venture capitalists, angel investors and mentors**





Student Diversity

- The number of Inbound International Study Abroad (ISAB) students who are enrolled in school of business courses has increased from 27 in AY 2010-2011 to 95 in AY 2012-2013 and the number of nationalities represented in the student body has increased from 20 to 23 over the same period.
- The number of international degree-seeking students has decreased to 5.6% (fall 2012) due to the political unrest and the travel warnings issued by the US and some European countries.
- The School targets a 30% annual increase for the next 5 years, which is attainable given the planned expansion of our recruitment strategy to Africa, Brazil, China and India and the optimistic political and economic projections.

Academic trip to NY: "A trip of a lifetime"

A promotional banner for the "NEW YORK Business Trip 2012". It features the AUC School of Business logo and the F.I.C. logo. The central image shows a night view of Wall Street with a "WALL ST" sign and a "NYSE" sign. Text below the image reads "April 7th - April 16th" and "Visit Companies and Graduate Schools that Make Headlines!". Logos for Columbia University, the United Nations, NBC, and The Wall Street Journal are displayed at the bottom. A small text box at the bottom left provides contact information for the Finance and Investment Club booth.

AUC SCHOOL OF BUSINESS **F.I.C.**

NEW YORK Business Trip 2012

April 7th - April 16th

Visit Companies and Graduate Schools that Make Headlines!

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK
UNITED NATIONS
NBC
THE WALL STREET JOURNAL

For More Information:
Visit Finance and Investment Club booth, Bartlett Plaza
Contact Abdelrahman Khairifa: 0122368059
Email: a.khairifa@auc.edu.eg





EMBA

Overview

- Launched in 2013
- Is a globally oriented program designed for experienced executives to learn how to operate in an increasingly international, multicultural and a globally competitive world
- Focuses on integrating innovation, entrepreneurship and leadership in management education.

Curriculum

- 23 modules delivered in a highly interactive modular format on monthly basis for total of 48 cr.hrs.
- Classes alternate between three

and five days weekend once a month for 15 months.

- Two live-in weeks at the Kellogg School of management, USA, and Hong Kong University of Science and Technology, China

Admission Requirements

- General AUC requirements for graduate programs
- Min. 8 years of experience
- Personal interview
- 2 recommendation letters
- Written letter of commitment
- GMAT recommended but not required

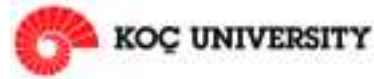


Exposure to outstanding academicians.

- ❑ Joseph Stiglitz (Columbia University)
- ❑ Daniel Shapiro (Harvard University)
- ❑ Olivier Blanchard (Director of Research at IMF)
- ❑ Dipak Jain (Former Dean at Kellogg School of Management, current dean at INSEAD)
- ❑ Gabriel Hawawini (Former Dean at INSEAD)
- ❑ Howard Davies (Former Director of LSE)
- ❑ John Moore (President of the Econometric Society)



Academic Partners



Universit  Commerciale
Luigi Bocconi



University of London



SCHOOL OF
BUSINESS



Non-Academic Partners

The image displays a grid of logos for various non-academic partners. The logos are arranged in several rows and columns. The partners include:

- Commercial International Bank (CIB)**: Logo with a globe icon.
- Incolease**: Logo with a stylized 'i' and 'n'.
- mobinil**: Logo in an orange box.
- vodafone**: Logo with a red speech mark.
- etisalat**: Logo with a green triangle.
- CID CONSULTING**: Logo with a colorful leaf icon.
- American Chamber Of Commerce In Egypt**: Logo with a blue and white emblem.
- AMERICANA QUALITY**: Logo with a blue and red border.
- NATIONAL BANK OF EGYPT**: Logo with Arabic text and a yellow emblem.
- ALCATEL**: Logo in a black box with a white triangle.
- Samcrete Egypt Engineers & Contractors**: Logo with a green and white emblem.
- ezzsteel**: Logo with an orange circle and Arabic text.
- MobiServe Building Communications**: Logo in a blue box.
- Medlevant Shipping**: Logo with a red and white flag.
- CENTRAL BANK OF EGYPT Egyptian Banking Institute**: Logo with a gold emblem.
- mac**: Logo with Arabic text and a colorful bar.
- The Economist Group**: Logo in a red box.
- CMA CGM**: Logo with a globe icon and text: "A leading worldwide container shipping company and number one in France WELCOME TO CMA CGM EGYPT..."
- THE CARLYLE GROUP**: Logo in a blue box.
- GM**: Logo in a blue box.
- mej**: Logo in a red and blue box.
- FARM FRITES**: Logo in a red and black oval.
- النساجون الشرقيون Oriental Weavers**: Logo with a sphinx icon.
- DIGMA TRADING S.A.E. A member of Berzi Group**: Logo with a green leaf icon.
- Coca-Cola**: Logo in a red circle.
- MAHDET MISR PUBLISHING & PRINTING**: Logo with a blue and white emblem.
- bp**: Logo with a green sun icon.
- gsf**: Logo with a stylized 'g' and 's'.
- AFREXIMBANK**: Logo with a green and yellow emblem.
- البنك المصرفي الافريقي العربي arab african international bank**: Logo with Arabic text and a green emblem.
- mashreq المشرق**: Logo with an orange leaf icon.
- ACT شركة الحاسبات المتقدمة Advanced Computer Technology**: Logo with a blue and white emblem.
- ITWORX**: Logo in a blue box.
- MANTRAC**: Logo in a yellow box.
- Smart Village EGYPT**: Logo with a blue and white emblem.
- THE AMERICAN UNIVERSITY IN CAIRO**: Logo with a gold emblem.
- SCHOOL OF BUSINESS**: Logo in a red box.



International Recognition

- ❑ Eduniversal (2012-2013):
 - ❑ School of Business ranked first in Egypt and second in Africa, which makes it the only school in the Arab region to receive *five palms*.
 - ❑ M.A. in ECID ranked first in Africa.
 - ❑ MBA and M.A. in Economics ranked second in Africa.
- ❑ QS Global World's Top 200 Business Schools Report (2011)
 - ❑ MBA Program ranked second in Middle East and Africa Region
- ❑ Forbes Middle East (2012)
 - ❑ MBA Program ranked first in the region



Thank you