

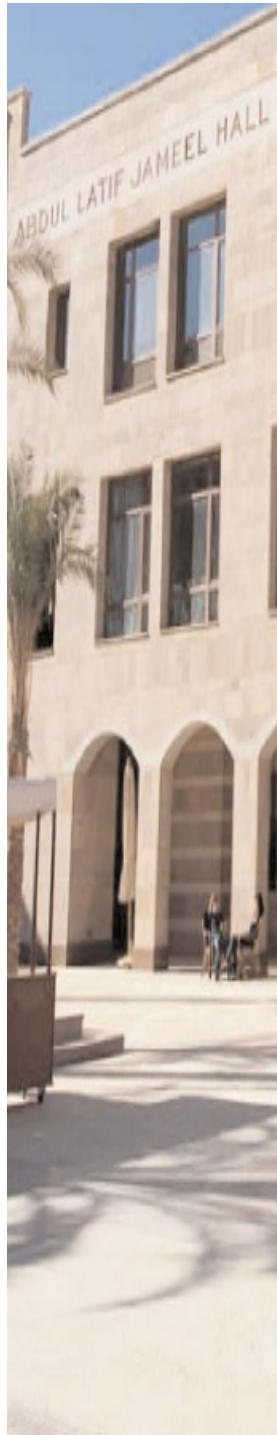


International Brand Identity

Karim Seghir

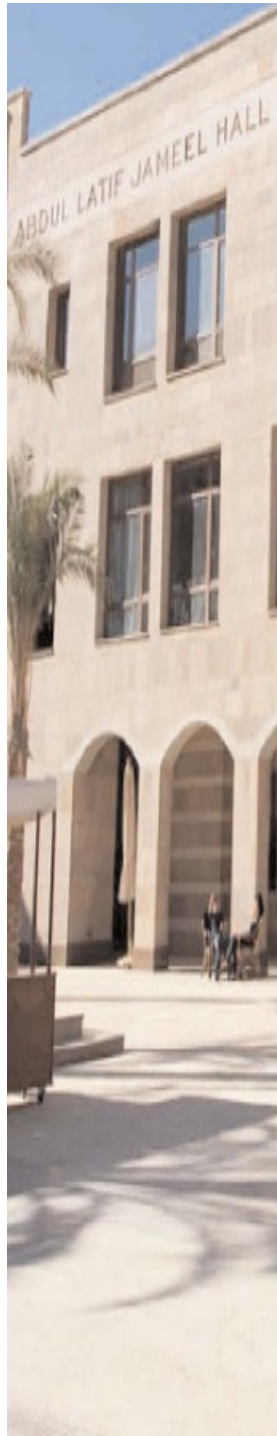
2014 EDUNIVERSAL Convention
Istanbul, Turkey





WHY AND HOW?

- An increasingly competitive international market
- What sets the school apart from the competition?
- Identifying unique attributes and features
- Messages must be supported by proof points
- A powerful story that defines who we are, what we stand for, and how we are unique in a competitive marketplace
- Inclusive process
- Audiences and channels



HISTORY

Long-standing Institution

The American University in Cairo (AUC) was founded in 1919



MIDDLE STATES COMMISSION ON HIGHER EDUCATION

Institutional accreditation status is granted for a period of ten years, with a mid-way periodic review.

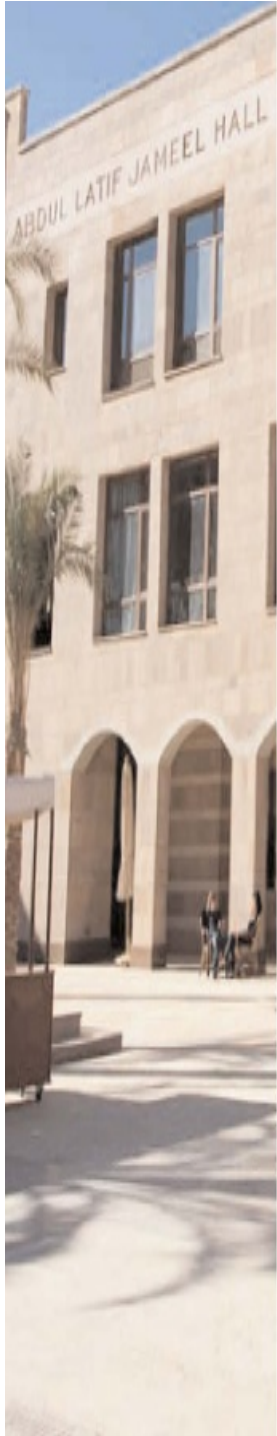


Large, influential and diverse ALUMNI Network

37,000 alumni

40% non-Egyptians





TRIPLE-CROWN Accredited

Association to Advance Collegiate Schools of Business – AACSB



European Quality Improvement System- EQUIS



Association of MBAs-AMBA





RANKING

EDUNIVERSAL

First - MBA program and Master of Arts in economics in Africa - 2013

First - Master of Arts in economics in international development in Africa – 2012

5 Palmes - 100 universal business schools with major international influence

Second - School of Business in Africa - 2009 and 2012

Second - MBA program in Africa – 2012

Second - Master of Arts in economics in Africa – 2012



Financial Times

68th - Business school worldwide in open enrollment executive education programs



Forbes Middle East

First - Top private universities for MBA programs in the region – 2012



World University Rankings

Second - Middle East and Africa MBA Rating – 2011



World MBA Tour

Second - MBA program in 2012 - 2013 QS Global World's Top 200 Business Schools Report in the Emerging Global category of business schools in terms of employer recognition for the Middle East and Africa region



Best - MBA in the Middle East and Africa - 2009 and 2010





MEMBERSHIPS

European Foundation for Management Development – EFMD



Association of African Business Schools – AABS



Principles for Responsible Management Education – PRME



The Academy of Business in Society



Graduate Management Admission Council



The International University Consortium for Executive Education



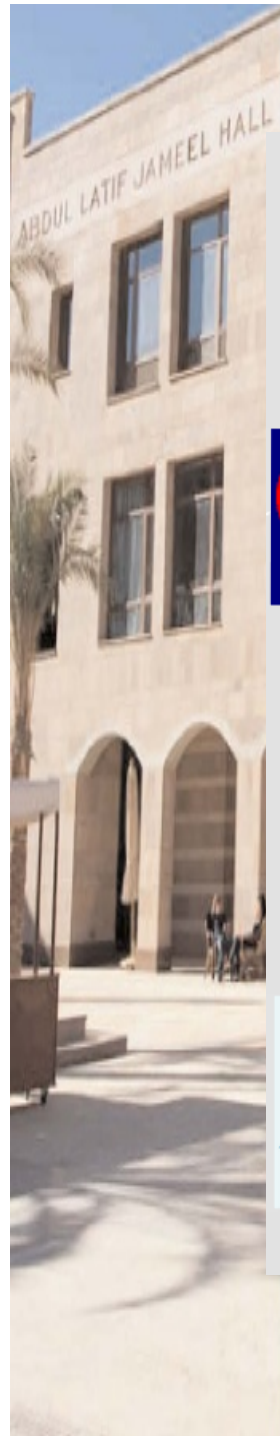
Global Business School Network



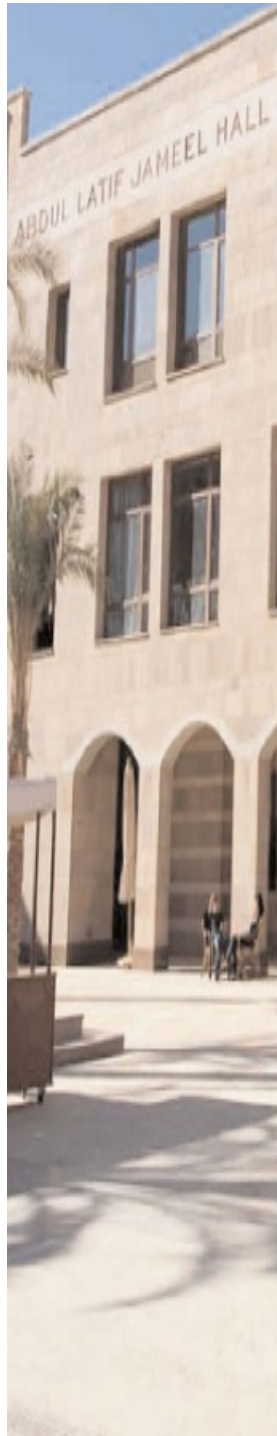
Bottom of the Pyramid Global Network

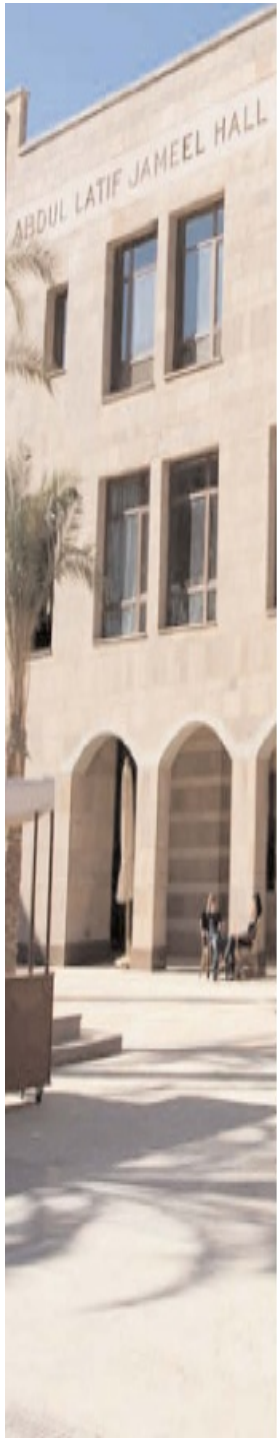


ACADEMIC CONNECTIONS



CORPORATE CONNECTIONS





STUDENT INTERNSHIPS

Student Internships

A central collage of logos for various companies offering student internships. The logos are arranged in a grid-like fashion. The companies included are: Microsoft, HSBC, HALLIBURTON, Pepsico, EIB, Henkel (circled in red), EFGHERMES (المجموعة المالية - هيرميس), CRÉDIT AGRICOLE, AMER GROUP, Fulbright (قولبرايت), BioPharm INTERNATIONAL (The Science & Business of BioPharmaceuticals), bp, BRITISH AMERICAN TOBACCO, ABRAAJ CAPITAL, pwc, BNP PARIBAS, Baker Hughes, ERNST & YOUNG (Quality In Everything We Do), Unilever, Nestlé, L'ORÉAL®, afca, ORASCOM CONSTRUCTION INDUSTRIES, ARAB BANK (البنك العربي), Schlumberger, and Al-Futtaim.





CO-CURRICULAR ACTIVITIES

UG San Francisco Study
Tour
2014



MBA Study Tour in Holland
(RSM)
2014

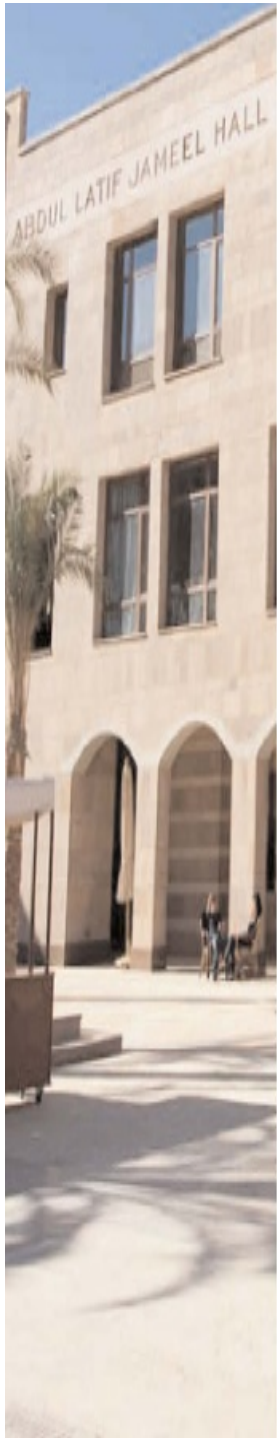


Incoming Tour: ESADE EMBA/ MBA
students
2014



MBA Students Place Fifth Worldwide in the Aspen
Institute's 2014 Business and Society International MBA
Case Competition





RESEARCH at AUC School of Business



El Khazindar Business Research and Case Center



The AUC Business Review (ABR) quarterly magazine





Entrepreneurship & Innovation Program

60+ educators and professors trained on how to design and deliver entrepreneurship courses

40+ partnerships created to support our eco-system partners, including universities, corporate, civil society and international organizations

2,000 youth competed in our startup competitions, and received training on entrepreneurship and small business management

5,000+ participants in entrepreneurship awareness programs over the past two years

50+ entrepreneurs incubated at Flat6Labs trained through the AUC Entrepreneurs Development Program (EDP)

50 startup teams (~250 entrepreneurs) exposed to mentors through speed mentoring and other matching activities



AUC Venture Lab (V-Lab)

11 Startups

**40 business
development
workshops
conducted**

**30 industry
experts
engaged**

**60
undergraduate
students
engaged**

**30 MBA
students
engaged**

**30 mentors
engaged**

V-Lab 11 Startups



Wearable technology to aid visually impaired.



Eduainment games studio



First specialized community in the Egyptian textile industry



A web and mobile service connecting Egypt's transportation industry



Developing a ground-penetrating radar capable of detecting landmines in a risk-free way



A Multi platform content application providing localized news



Upgrade and develop underutilized trade channels, starting with the street kiosk.



Online platform that provides a directory of sustainable development projects in Egypt



The "Science of Accessories" to optimize security and efficiency in cargo handling



A subscription based busing service



The first Egyptian company to specialize in software testing; performs Functional, Performance, Operational and Security Testing services



BUS ALUMNI IN FORTUNE 500 COMPANIES WORLDWIDE



THE AMERICAN UNIVERSITY IN CAIRO

SCHOOL OF BUSINESS



Alumni Reach



Map of Residence
batchgeo.com/

