



THE AMERICAN
UNIVERSITY IN CAIRO

SCHOOL OF
BUSINESS



School of Business
The American University in Cairo

EDUNIVERSAL Convention
October 2012
Lima, Peru

Making History Again!

- The American University in Cairo (AUC), 1919.
An American liberal arts university in the heart of the Middle East!
- The first Department of Economics in Egypt, 1947
- The first Masters in Economics in Egypt, 1964
- The Department of Management, 1972
- The Management Center, hub for Executive Ed., 1977
- The First MBA in Egypt, 1983.
- School of Business, Economics and Communication, 1993
- School of Business, 2009



Snapshot on Academic Programs

Bachelor Programs

- Bachelor of Arts in Economics (BA), 1947
- Bachelor of Business Administration (BBA), 1979
- Bachelor of Arts in Accounting (BA), 1996
- Bachelor of Business Administration in Management of Information and Communication Technology (BBA), 2011

Master Programs

- Masters in Economics, 1964
- Masters in Business Administration (MBA), 1983
- Masters in Economics for International Development, 2004
- Masters of Science in Finance, 2012. **NEW**
- EMBA, 2012. **NEW**

Diploma Programs

- Graduate Diploma in Economics for International Development



Accreditation



AACSB

*Association to Advance Collegiate Schools of Business
International, 2006, 2011*



ACCET

*Accrediting Council for Continuing Education
and Training, 2011*



EQUIS

*European Quality Improvement System
(in progress)*



AMBA

(in progress)



Ranking

EDUNIVERSAL

2nd Best Business School in Africa in 2009 and 2010

Best MA in Economics in International Development in Africa

www.eduniversal-ranking.com



QS TOP MBA

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

www.topmba.com



Forbes Middle East

Best MBA program in the Middle East





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



El-Khazindar Business Research and Case Center

Established in 2007



A regional hub for business research and cases

Vision: 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 titled "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

A regional hub for Entrepreneurship

- 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**



Entrepreneurship & Innovation Program (EIP)

Impact to date;

- Achieved participation of over 5,000 potential entrepreneurs to over 70 Entrepreneurship events workshops and training programs to expose them to entrepreneurial skills and business concepts and conferences
- Organized leadership panels for more than 4,000 attendees
- Partnered with couple of Incubators
- Collaborated with 28 universities and institutions across Egypt as well as business schools around the world
- Gained Insight from Political Figures
- Involved 300+ private sector volunteers and 100 student organizers
- Engaged 100 young entrepreneurs in round table discussions
- Granted access to EIP's Mentors 100 Network
- Voiced Faculty Advice on teaching Entrepreneurship
- Conducted workshops and training programs for 2000 students to expose them to entrepreneurial skills and business concepts
- Awarded prizes ranging from 120,000 LE to 270,000 LE
- Rewarded 40 winning teams
- Taught potential entrepreneurs how to plan for funding options
- Fast tracked potential entrepreneurs by admitting them into business development incubators
- Aided teams in promoting their ideas to the market





FEKRETY...

“Fekrety” is a national business idea competition organized by The American University in Cairo’s School of Business – Entrepreneurship & Innovation Program (EIP), in cooperation with Intel. The purpose of this competition is to contribute to the entrepreneurial ecosystem in Egypt by helping our next generation create and lead their own successful business ventures.

“Fekrety” has been touring all Egyptian universities, to reach out to as many youth as possible. This competition will act as an opportunity where any individual or team can post their innovative ideas and seek mentoring, training and/or prizes that would help them create and lead a real business.

- ✓ **"Business Model Design and Startup Building" Workshop (for 307 teams)**
- ✓ **"Fundamental Entrepreneurial Concepts for Startup Ventures" Training (for 307 teams)**
- ✓ **Mentoring Day (43 teams)**
- ✓ **Business Pitching Orientation Session (43 teams)**
- ✓ **Demo Day (Sept. 13th, 2012): 10 Winners will be announced First prize 50,000 LE**

Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program

Established in 2008



A regional hub for Women Empowerment.

- Part of the Goldman Sachs *10,000 Women* initiative, a global five-year investment providing 10,000 underserved women entrepreneurs around the world with a business and management education. In partnership with the Wharton School
- WEL Program, in partnership with the Wharton School, is committed to enhancing the growth and development of women entrepreneurs in the Arab region through a unique blend of classroom learning, mentoring and networking activities.
- To date, the program has graduated 235 entrepreneurs, and another 70 are enrolled in the new academic year 2012/2013.
- To enhance the business knowledge and leadership skills of Arab women entrepreneurs and to serve as a resource center for women's leadership and entrepreneurial empowerment in the region.



Management Center

Established in 1977

A regional hub for professional development

- The center is comprised of three institutes
 - ❑ Institute of Management Development (IMD), 1977
 - ❑ Institute of Banking and Finance (IBF), 1987
 - ❑ Institute of Quality Management (IQM), 1993

Vision

To be the partner of choice for professional development in Egypt and the region.

Mission

To develop leaders capable of creating a positive impact on business results of their organizations in a growing and changing global marketplace.

- Programs in Egypt, Saudi Arabia, Kuwait, Qatar, Jordan and UAE.
- Examples: Professional Diplomas in Health care and hospital management, Human Resource Management, Crisis Management, Marketing, Corporate Finance and Investment, Quality management in Health Care...





The Management Center



Institutes

**Institute of
Banking and
Finance**

**Institute of
Management
Development**

**Institute of
Quality
Management**

Domains



Assets

**Local & Regional
Outreach**

**Learner Centered
Teaching Approach**

Experts & Instructors

Customized Text Books

Accreditation

**International
Dimension**



International Executive Ed. Institute (IEEI)

Established in 2008



A regional hub for Executive Ed.

Vision: To be the leading regional platform for world class executive development and networking

Mission: To enable current and emerging business leaders to master the necessary tools to grow their businesses in a challenging global environment

- IEEI offers world class executive education in Egypt and the Region with focus on Customized programs addressing:
 - ❑ Strategic Planning, Leadership and Crisis Management, Role of Government, Media and Communications, Operations, Risk Management, Project Management, Monitoring and Evaluation.
- IEEI developed the Academies as a successful model in terms of academic and corporate partnerships in select business sectors eg Real Estate and Retail
- IEEI alumni grew to 400+ senior executives from 175 leading companies in Egypt and the Region.



Access to Knowledge for Development Center (A2K4D)

Established in 2010



A regional hub access to knowledge, intellectual property, technology and human development

Free and Open Source Software
(FOSS Arab) research team

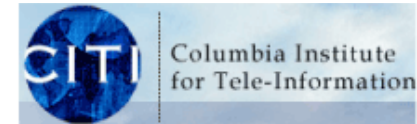
fossArab.net



Open Africa Innovation Research
Workshop, Cape Town,
May 17-20, 2011)



International Media Concentration Project
Columbia Institute of Tele-information



Mobilization for change
Berkman Center for Internet and Society, Harvard University

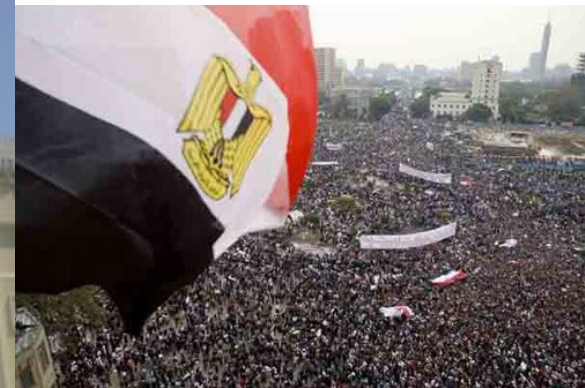


Information Society Project
Yale Law School



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





Impactful Regional Events

The 4th Euro-African Conference in Finance and Economics
May 2012



The 15th African Econometric Society Conference
July 2010



The Business Schools Roundtable addressing: **“Food Crisis Challenges and Opportunities for Supply Chain Excellence in Africa”**, AABS
October 2011



1st Principles for Responsible Management Education PRME
MENA Regional Forum Entrepreneurship, Sustainability, Transparency: Promoting Responsible Management in a Changing Region, regional chapter, 40 speakers from 10 different countries: Egypt, Germany, Holland, Jordan, Lebanon, Nigeria, Qatar, Spain, Turkey and USA





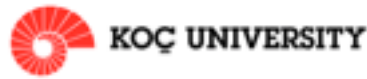
An active role in this momentous change!

BUS Seminar Series: Transforming Egypt

- **Doha Debates**, moderated by Tim Sebastian, Nagla Rizk, March 14, 2011,
- **Egypt in Revolution**, Galal Amin, March 28, 2011,
- **EGX in the Wake of the Egyptian Revolution**, Mike Baghdady, Leading Expert and Originator of Price Behavior Trading, April 6, 2011,
- **The Future of Decentralization in the Post January 25 Egypt**, Roy Kelly, Professor at Duke University April 7, 2011,
- **Combating Corporate Corruption Corporate Governance Club**, Counselor Ahmed Ragab, Executive Director of the Center for Transparency, April 10, 2011
- **Revolution 2.0**, Wael Fakhary, Regional Manager, Google Egypt and North Africa, May 11, 2011.



Academic Partners



Universit  Commerciale
Luigi Bocconi



University of London

Non-Academic Partners



Egyptian Banking Institute





School Affiliations



European Federation for Management Development

PRME Principles for Responsible Management Education



Globally Responsible Leadership Initiative



Association of African Business Schools

Selected Student Activities

Business Today's 2010 International Conference

New York City, November 2010:

One of our students has been selected to attend the all expenses paid conference at the Grand Hyatt in New York City, along with 160 the of the finest students from all over the world will experience opportunity to interact with the nation's leading executives.



3rd Festival of Thinkers

Abu Dhabi, UAE, 4-5 November 2009

Two of our students attended this platform to foster and celebrate thinking among the youth of the region and allow the youth to share ideas and thoughts.



13th Dubai Competition

Dubai, UAE, 7 August 2010

One of our students was invited to serve a two-week, all expense paid apprenticeship in July 2010 to assist with the annual Dubai Summer Surprises event. This is the second time in three years one of our students won this opportunity.



American University in Beirut Competition

Beirut, Lebanon, April 2010

Seven of our students competed with students from AUB and nine other universities in the region and came in **1st, 2nd, and 3rd place!**



6th Annual AAIB Student Competition

Cairo, Egypt, November 2009

In 2009, the School of Business won the 3rd prize in the AAIB annual nationwide banking competition for university undergraduates designing innovative banking products or services.





Selected Student Awards & Exposure

Symposium on new world, new capitalism.

Paris, France, 7-8 January 2011,

Five graduate students from the Department of Economics led by have submitted a paper and have actively engaged in the discussions. The other three schools participating were the London school of Economics and Political Science (LSE), SciencesPo and Columbia University.



The Business Today International Conference.

NY, USA, 21-23 November 2011,

BUS student, Mina Iskandar Fahmy, a junior finance student, was selected to attend the Business Today International Conference. As a non-profit organization based in Princeton University, Business Today aims to facilitate debate and dialogue between undergraduates and business executives.



KCC and McKinsey Organize First Case Solving Competition

Cairo, Egypt, 27 November 2010

The winning team, consisting of four students from the AUC School of Business, has qualified to compete at the McGill International Case Solving Competition in March 2011 against 11 teams from prominent international universities.





Exposure to outstanding scholars.

- 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)





Thanks you!

School of Business
The American University in Cairo

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