Annual Report
2015-2016
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The year 2019 marks the AUC centennial and the tenth anniversary of the restructuring of the AUC School of Business. Thus, making it an ideal time for reflection and envisioning a more ambitious roadmap for the future. With this in mind the School has undergone an inclusive and holistic process to develop its Vision 2030.

For close to seven decades the AUC School of Business has upheld its position as the premium business education institute in Egypt and among the best in the MENA region. A position reaffirmed through the Triple Crown seal of excellence as well as notable ratings from prominent international ranking bodies. Through the years, the school withstood a variety of environmental changes that have shaped its philosophy to meet the needs and challenges of an ever-changing business context while maintaining its commitment to achieving excellence and creating tangible impact.

The school’s strategic direction continues to center on its core strength, its distinct location, and its global reach. This direction is clearly communicated in its vision to be the leading knowledge hub with Arab region relevance and global influence, and its mission to develop entrepreneurial and responsible global leaders and professionals.

The purpose of Vision 2030 is to direct the school’s programs, research and activities over the next 14 years as well as consolidate the efforts of its different programs and centers to achieve maximum impact. To create Vision 2030, global trends in business education and archetypes of top business schools were examined, in order to define what success will look like by 2030 and how the school will get there.

The process of formulating Vision 2030 was both enriching and enlightening. Numerous stakeholders where included in the different phases of the development which was research based, inclusive and ambitious. The process included an independent qualitative and quantitative market research in Egypt among student candidates, parents, as well as corporations followed by in-depth interviews with faculty, staff, school Strategic Advisory Board members, and the McKinsey Education practice.

With a deep sense of commitment and profound dedication from its constituents the school is proud to share its path to future distinction which will not only shape the School of Business offerings but will develop new generations of change agents able and committed to make a difference in their communities, societies and the world they live in.
Five - Palms of Excellence
Universal Business school with Strong Global Influence

51st
Business school Worldwide

Second
Business school in Africa

Best
School in MENA Region

First
Master of Arts in economics in Africa

First
Executive MBA and MBA part time, Africa

Third
Master of Science in Finance, Africa

Third
MBA Full time, Africa

71st
Business school worldwide in open-enrollment executive education programs (2016)

First
Top private universities for MBA programs in the region (2012)

Second
Middle East and Africa MBA Rating (2011)

Second
MBA in the Middle East and Africa Region (2015 - 2016)
The School of Business aims to be the leading knowledge hub with Arab region relevance and global influence.

Vision

The School of Business develops entrepreneurial and responsible global leaders and professionals.

Mission
AUC School of Business
Vision 2030

Vision 2030 aims to focus on providing leading edge practice-oriented academic and executive programs; producing and disseminating top quality research; raising the school’s regional and international profile and attracting the best students from Egypt and the region.

Domain  
Focused

Location  
Based

People  
Centered

Business  
Relevant
Nizar Becheikh,  
Associate Dean, Graduate Studies and Research, AUC School of Business

“We are committed to continue investing in research excellence by encouraging top quality, multidisciplinary research and creating channels for strong and mutually beneficial research collaborations with local and international stakeholders. Research informs teaching and makes the learning experience more exciting and relevant to our students. Research contributes to advancing knowledge and generating evidence-based innovative solutions to some burning problems our region is facing, such as unemployment, poverty, economic downturn and firms and industries competitiveness. Research keeps us alive, competitive and pushes our thinking forward. Investing in research excellence will continue to be one of the main directions taken to achieve our vision to be the leading knowledge hub with Arab region relevance and global influence.”

Omar El Hamamsy,  
Director, McKinsey & Company, Middle East office; Managing Director, Egypt office

“The AUC School of Business has embarked on a transformational path for the past few years with promising signs of early success. I am confident that implementing Vision 2030 would enable it to further accelerate this transformation. It would also increase its prominence and relevance in the business education space in our region. The path is complex and requires a number of broad improvements which may initially feel uncomfortable. However, we are confident that with persistence and a strong focus on execution, it is the right thing to do in the long run.”
“In a time of great change what more do we need than to aspire to a generation of principled leaders that will pave the way for a brighter and better future; this has been at the heart of the mission driving the school of business at AUC. Born out the management department almost a decade ago, the school has quickly positioned itself as a serious global contender by ranking consistently in the last 5 years amongst the top 70 schools globally in executive education. It has also achieved the prestigious and coveted Triple Crown accreditations (EQUIS, AMBA and AACSB).

Since the birth of the school and throughout this inspiring journey it has been an honor and a pleasure working with the consecutive Deans and their highly competent and committed teams, both staff and faculty, to observe the leaps and strides that have been and continue to be made. It is with great excitement and pride that I witness the next major milestone for the school with the launching of Vision 2030, which lays down the transformation roadmap to greater local impact, uncontested regional leadership and significant global relevance. I am confident that as AUC School of Business continues on its path of continuous renewal and improvement it will achieve great success and will make all us stakeholders very proud.”

“...”

“I congratulate the leadership team of the AUC School of Business for the ambitious roadmap it has set for the school for the next 14 years. The school is already recognized as a leader in business education throughout the Middle East and Africa. I am confident that the institution will achieve its strategic plan. This achievement will allow it to solidify its position as the leading knowledge hub with Arab region relevance and global influence, and fulfill its mission to develop entrepreneurial and responsible global leaders and professionals.”
SCHOOL HIGHLIGHTS 2015 - 2016
The School of Business supports multiple initiatives to strengthen the entrepreneurship eco-system in Egypt and the region. With the complementary activities of the Center for Entrepreneurship including research, policy advocacy, training and awareness together with the AUC Venture Lab which focuses on acceleration of promising startups, the AUC School of Business contributes to the main building blocks of the entrepreneurship landscape.

The AUC School of Business Launches Center for Entrepreneurship

September, 2015 • The Center for Entrepreneurship (CE) was launched to support the growth and evolution of entrepreneurship in Egypt and the Arab Region. Leading members of the entrepreneurship ecosystem in the region, including investors, mentors and entrepreneurs, alongside AUC faculty and students celebrated the launch of the Center for Entrepreneurship (CE) at the AUC School of Business.
April 6, 2016 - The Center for Entrepreneurship hosted a panel discussion exploring why the sharing economy can no longer be ignored in the region. The talk looked into how Careem became one of the fastest growing businesses in the region raising capital from one of the largest private equity firms in the world. The discussion featured Mudassir Sheikha, founder and managing director of Careem, Kairm Hussein, CEO and co-founder, D-Kimia, and was moderator by Dina H. Sherif, associate professor of practice and director of the Center for Entrepreneurship.

March 7, 2016 - The AUC Venture Lab and A2K4D jointly hosted a panel discussion with David Plouffe, member of the board of directors of UBER Global and the campaign manager for Barack Obama’s 2008 presidential campaign. The session was moderated by Nagla Rizk, professor of economics and director of the Access to Knowledge for Development Center. The business strategist spoke about Uber’s efforts to accommodate for the different communities and Uber’s invariable ability to reach out to other platforms to collectively house all its’ riders’ needs.
March 22, 2016 – Research on fear of failure in entrepreneurship has largely examined it as a barrier to entrepreneurs and their behavior. This work examines the whole entrepreneurial process and captures chronological dynamics and temporary states to illuminate the role incubators have, or not, on entrepreneurs’ motivations, cognition and behavior in relation to fear of failure and failing. Nellie El Enany, Assistant Professor of Organization Studies, BUS, AUC gave this seminar as one of the Brownbag seminar series.

AUC Venture Lab Named High Impact Incubation Program - Middle East and North Africa for 2015 by UBI Global

October 14, 2015 - AUC Venture Lab (V-Lab) has been recognized as one of the top university based High Impact Incubation Programs in Middle East and North Africa by Sweden-based UBI-Global, which was announced at the recognition awards ceremony of top performing university business incubators in MENA 2015 hosted by UBI Global and King Abdullah University of Science and Technology in Saudi Arabia.

Examining Fear of Failure in Entrepreneurs: Developing New Insights for Entrepreneurial Success

March 22, 2016 – Research on fear of failure in entrepreneurship has largely examined it as a barrier to entrepreneurs and their behavior. This work examines the whole entrepreneurial process and captures chronological dynamics and temporary states to illuminate the role incubators have, or not, on entrepreneurs’ motivations, cognition and behavior in relation to fear of failure and failing. Nellie El Enany, Assistant Professor of Organization Studies, BUS, AUC gave this seminar as one of the Brownbag seminar series.

Building Collaborative Entrepreneurial Ecosystems in the Arab Region: The Case of Egypt Roundtable as Part of RiseUp Summit

December 12, 2015 - The Center for Entrepreneurship held a roundtable bringing major stakeholders to discuss issues related to the entrepreneurial ecosystem in Egypt and the Arab Region. Speakers included Fadi Ghandour, Chair Wamda, Maher Hakim, Associate Professor, Innovation Entrepreneurship, Carnegie Mellon, Adel Boseli, Co-founder of Shekra, Chris Schoeder, Entrepreneur and Investor.
May 7 – 8, 2016 - The AUC School of Business Executive Education organized an interactive workshop on family business, the event was organized jointly with PricewaterhouseCoopers and including 27 participants representing 14 family owned businesses as well as 1 representative from the Federation of Egyptian Industries.

The Role of Innovation and Entrepreneurship in Family Business Growth and Sustainability Roundtable

May 15, 2016 - The Center for Entrepreneurship launched its initiative to support family owned businesses through a roundtable discussion that included 20 representatives across generations from key family businesses from different sectors as well as support entities. The discussion was moderated by Amr El Tobgi - An innovation mixologist who acted as Unilever Global Innovation Director in the United Kingdom.

Executive Education Family Business Roundtable

May, 2016 - The Centre for Entrepreneurship held a roundtable discussion Egypt’s Social Entrepreneurship landscape with a selected group of Egyptian social entrepreneurs. The event was attended by John Casson, British Ambassador to Egypt, 15 social entrepreneurs, covering sectors like: education, health, wellness, solar energy, recycling, agriculture and transportation, a couple of student and industry experts as observers and two embassy representatives. The event was moderated by Dina H. Sherif, Director for Center for Entrepreneurship.

Egypt’s Social Entrepreneurship Landscape Roundtable with H.E. John Casson, British Ambassador to Egypt
May 7 – 8, 2016 - JewelHub and Farawlaya.com, two of the AUC venture lab’s sixth cycle startups have participated in the Aramex competition at the Techne Summit. JewelHub won second place and received a prize of 500 free shipments locally and a 30% discount off any international shipments as well as six months of mentorship. Farawlaya.com won third place and received a prize of 250 free shipments locally and a 30% discount off any international shipments as well as three months of mentorship.

AUC V-lab Startups Win Second and Third Place in Aramex E-commerce Competition

May 7 – 8, 2016 - JewelHub and Farawlaya.com, two of the AUC venture lab’s sixth cycle startups have participated in the Aramex competition at the Techne Summit. JewelHub won second place and received a prize of 500 free shipments locally and a 30% discount off any international shipments as well as six months of mentorship. Farawlaya.com won third place and received a prize of 250 free shipments locally and a 30% discount off any international shipments as well as three months of mentorship.

Launch of the Venture Lab Award (VLA) for Entrepreneurship Impact

May 11, 2016 - The AUC Venture Lab announced the recipient of the Venture Lab Award (VLA) for Entrepreneurship Impact, Karim Beshara, CEO of Accelero Capital, in recognition of his distinguished efforts and unparalleled dedication to the entrepreneurship ecosystem during the AUC Venture Lab’s Sixth Demo Day. The VLA for Entrepreneurship Impact aims to recognize individuals who have made extraordinary contributions to the mentorship and growth of the Egyptian entrepreneurship ecosystem.

Frien10 App of AUC’s V-Lab Wins First Place in UN Entrepreneurship Competition

December, 2015 - While the common argument is that apps and smartphones have disconnected people from each other, a group of young entrepreneurs are actually using this technology to bring people together in real life. Ahmed Maher developed a friendship app to help Egyptian local community members connect, share common interests, hang out and do more in real life. The app, Frien10, has been incubated at the AUC Venture Lab. Only three months since the app’s launch in the market, the founders have won first place in the United Nations Development Programme’s Egypt Social Entrepreneurship Competition, which awarded them the opportunity to attend the 1ASEAN Entrepreneurship Summit in Malaysia.
February, 2016 - The Goldman Sachs 10,000 Women Program launched its sixth year of training in the Arab region at AUC. The program is adopting a new paradigm, targeting high growth potential entrepreneurs with a new global curriculum developed in collaboration with Babson College, a world leader in entrepreneurship education, in partnership with 10,000 Women.

June 1, 2016 - AUC Venture Lab hosted The Road to 2016 Global Entrepreneurship Summit in celebration and recognition of the achievements of entrepreneurs. The Global Entrepreneurship Summit (GES) is a series of global events that showcase inspiring entrepreneurs and investors creating new opportunities for investment, partnership, and collaboration, as well as celebrate entrepreneurs along with their achievements all over the world. GES is holding its 7th global event at Silicon Valley, as awareness, a number of entrepreneurial cities are organizing road to GES events. Cairo Road to GES was a full day packed international and Egyptian speakers, entrepreneurs, investors, and policy makers gathered at Ewart Hall at AUC Downtown Campus.
The Second Responsible Management Education Research Conference: Inclusive Businesses

September 7 - 8, 2015 - The Gerhart Center and PRME Regional Chapter MENA held the Second Responsible Management Education Research Conference under the main theme of Inclusive Businesses to foster knowledge exchange and networking opportunities by connecting emerging as well as established regional PRME Chapters, PRME Working Groups and other entities in the PRME community, both signatories and non-signatories, with key regional stakeholders and the wider audience of educators and representatives of universities, students, business, government, media, and civil society organizations; eager to advance their knowledge and skills integrating responsible management and sustainable development into their professional efforts.

Takaful 2015 Fifth Annual Conference

November 4 - 5, 2015 - The Gerhart Center’s flagship annual conference: Takaful 2015 Fifth Annual Conference on Arab Philanthropy and Civic Engagement was organized in the UAE at Abu Dhabi University’s College of Business Administration. In its fifth year, the conference was a platform for participants to highlight the best practices, issues, opportunities and challenges in philanthropy, civic engagement and corporate sustainability. With a geographically and intellectually diverse audience of more than 120 policy and decision makers, scholars, researchers and entrepreneurs and distinguished guest H.E Sheikha Al Zain Al Sabah Undersecretary, Ministry of State for Youth Affairs in Kuwait.
February 24 - 25, 2016 - The Gerhart Center organized a two-day workshop titled ‘Global Workshop on mHealth for TB-Tobacco’. The workshop and associated side events formed part of the Be He@lthy, Be Mobile initiative (BHBM), a joint initiative by the World Health Organization (WHO) and International Telecommunications Union (ITU) in partnership with The American University of Cairo (AUC). The mHealth initiative aims to scale up already successful and cost-effective mobile technologies for non-communicable diseases (NCD) and its risk factors, which have been proven at a pilot level and make them available to member states to help them address national NCD burdens. This is achieved through an innovative and multi-sectoral partnership with the government actors, UN, academia, private sector, non-governmental organizations (NGOs) and civil societies.

February 29, 2016 - In collaboration with Justice and Peace-building Organization (JPO), the Gerhart Center held a closing ceremony for the Ma’an Program for Arab Universities Alliance. The ceremony came as a concluding event of a series of workshops offered to public universities students. The workshop sessions tackled issues of peaceful dialogue and debating techniques. At the closing ceremony, two teams of the top ten students choreographed a debate on whether Egyptian youth move from the country and look for a better opportunity of life at another country or stay here and help build the New Egypt.
April 21 - 23, 2016 - The Gerhart Center in collaboration with 3BL and Associates, Marcom Group and other partners from the Arab Gulf hosted the Re-imagine MENA Workshop, that is a home-grown initiative, cross-pollinating multi-disciplinary stakeholders to co-create, accelerate and scale innovative solutions to pressing social issues in the Arab world. The vision of this initiative is to reimagine the MENA region where there is a policy of collaboration and compassion and an evolution of consciousness; where walls are broken down and bridges built in favor of inclusion and cooperation; where cognitive empathy prevails from an individual to an organizational level; where the conditions are created for each individual who is part of that whole, to channel their potential as a human being into a society of purpose; a society that is fit for the future.

June 23, 2016 - Dina Sherif, Associate Professor and Willard Brown Endowed Chair of International Business Leadership and Director of the Center for Entrepreneurship at The American University in Cairo School of Business was announced one of ten 2016 Local SDG Pioneers during the UN Global Compact Leaders’ Summit 2016, New York, June 23, 2016. Dina was recognized for her efforts that align with Sustainable Development Goal (SDG) 17 on Partnerships for the Goals and she is the only Arab recognized as a Pioneer.
The Gerhart Center launched Creating Shared Value Through Responsible Business; a CSR program developed in collaboration with the International Labor Organization (ILO). As a result, a four-month training program was delivered to attendees from 22 companies in Alexandria. This program aims to build content and local knowledge in Arabic since almost 35 percent of the population in the Arab region do not understand English.

Accounting Professors Ahmed Abdel Meguid, Chair of the Department of Accounting and Visiting Assistant Professor, Nermeen Shehata, received the 2015 Rising Stars of Corporate Governance Award by Millstein Center for Global Markets and Corporate Ownership at Columbia Law School.
November 24, 2015 - The Economics Association club, planned and successfully managed the Economics Policy Competition, with the aim of linking knowledge to practice. The Judging Panelists were Ahmed Galal, former Minister of Finance and Managing Director, Economic Research Forum, Ahmed Koushok, Senior Economist, World Bank; Alia El Mahdy, former dean of the Faculty of Economics and Political Science, Cairo University.

December 15, 2015 - Professor Karim Abadir, AUC economics alumnus, and currently Professor of Financial Econometrics at Imperial College, University of London; delivered a lecture at AUC Downtown Campus about Global Macroeconomic Trends and Indicators.

March 15 - 17, 2016 - CYRUS Institute of Knowledge (CIK) and the School of Business jointly organized the AUC School of Business - CIK 2016 Conference, with side workshops taking place March, 18-20, 2016. The Conference aimed at sharing ideas for advancing the intellectual atmosphere by generating theoretical and applied knowledge in management sciences, as well as creating a networking environment by inviting scholars, practitioners, philanthropists, and others who share the values and mission of CIK.
March 22, 2016 - The center for Entrepreneurship was the key academic partner for the AmCham Women in Business Summit that explored Women’s positive, often underestimated, contribution to economic development at large. Drawing on collective and private experiences alike, the event provided insight into the various ways in which stakeholders can work to unlock Women’s influence, while offering a favorable network to deliver the necessary strategic recommendations for policies to be more inclusive of women. Panel speakers included H.E. Sahar Nasr, Minister of International Cooperation, Egypt, H.E. Nadia Al Saeed, CEO, Bank Al Etihad, and Former Minister of Information Technology, Jordan, Ingrid Vanderveldt, Founder, Chairman and CEO, Vanderveldt Global Investments.

EGP Devaluation and FX Scarcity in Egypt

March 10, 2016 – Within the Transforming Egypt Seminar Series, Sherif El Kholy, Director for Middle East and North Africa at Actis, Hany Farahat, Senior Economist in CI Capital and Omar Samoud, CFO Nestle North East Africa Region discussed the EGP Devaluation and FX Scarcity in Egypt.
April 10, 2016 - The Office of Student Services hosted a lecture on the banking sector in Egypt conducted by Ahmed Eissa, Deputy CEO Consumer Banking, CIB. The lecture aimed at providing undergraduate students with information about the evolving market dynamics of the banking sector to enable them to take well-founded career decisions.

How Egypt’s Banking Sector is Becoming a Corporate Venturing Career Place

May 10, 2016 – Within the Brownbag Seminar Series, Karim M. Abadir, Distinguished Visiting Researcher, BUS, AUC, Professor and Chair of Financial Econometrics, Business school, Imperial College, London stated that reliable data analysis is one of the hardest tasks in sciences and social sciences. Often misleading and sometimes puzzling results arise when the analysis is done without regard for the special features of the data. Thus he focused in his talk on designing new statistical tools to deal with some prominent questions in finance and economics.

Lies, Damned Lies and Statistics? Examples from Finance and Economics
A Team of four MBA Students from the AUC School of Business Divisional Winners at the John Molson MBA International Case Competition

January 3 - 8, 2016 - A team of four MBA students, Medhat Seoudi, Aamer Yehia, Amr Soliman and Yassin Bahaa El Din, participated in the John Molson MBA International case competition in Montreal, Canada, accompanied by Associate Dean for Executive Education and Professor of Practice at the AUC School of Business, Kevin O’Connell. As a part of winning their division, they received an award of $1000 at the final banquet. The students insisted, as an expression of their gratitude to the school, that they give this monetary award to the school to share in sending an extra coach with next year’s team to this competition.

The AUC School of Business Students Win CFA National Competition

February, 2016 - Five AUC School of Business Students; Yara Ashraf, Salma Aref, Norhan Hany, Nidaa Ashraf and Dalia Sherif, won the annual CFA competition organized by the Egyptian Society of Financial Analysts and Investment Professionals qualifying them to compete in the Regional round in April 2016.

University of Navarra International Case Competition in Spain - UNICC

March 17, 2016 - The University of Navarra International Case Competition is an annual event hosted by the School of Economics and Business and organized by students in Spain. A team of four students from the School of Business including Basmat Al-Sabbah, Farida Salama, Mariham Boules and Eman Fahmi competed in the competition and they were coached and mentored by Dina Bassiouny.
March 8 - 13, 2016 - The competition was held at Concordia University in Montreal, Canada. The four student AUC team included the School of business students Yomna Gaafar, business administration major and Yara Ashraf Mohamed, business administration and accounting major and a recipient of the Hisham Ezz Al Arab Scholarship, coached by Neveen Ahmed, Assistant professor in the Management Department. The ECCC is an official non-for-profit organization, it is a high caliber competition between selected universities from around the world. Founded in 2012, ECCC’s mission is to bridge the communication gap between two major faculties: Engineering and Commerce.

March 12 - May 9, 2016 - The School of Business Stock Trading Competition was organized and hosted by the School of Business Financial Center in collaboration with the Finance and Economics Club (FEC) and Mubasher Financial Services, one of the leading brokerage houses in the MENA region. Out of more than 100 applicants, 30 undergraduate and graduate students were selected to participate in the competition, which aimed at providing an inspiring experience to build fundamental understanding of the investment industry. It has also given participants a unique exposure to the Egyptian Stock Market through a real-time professional trading simulation.

November 3, 2015 and April 12, 2016 - Over the past year, the School of Business Financial Center organized two field trips to the Egyptian Stock Exchange. A total number of 49 undergraduate students were taken on guided tours, where they had the opportunity to observe the Floor Operations and attend a presentation about the trading procedures, parties involved and the latest developments in the Egyptian Stock Market. In addition, the students visited the Gallery of the exchange showing the major events as well as the history.
March 17 – April 7, 2016 - El-Khazindar Business Research and Case Center (KCC) and Procter & Gamble organized the third P&G Commercial Challenge. The competition aims at increasing the innovation of students from various disciplines inside and outside the School of Business. This year's competition included more than 120+ undergraduate students divided into 41 teams. The participants were mainly juniors and seniors from various majors including 60% from the business school, 30% from the Engineering school, and 10% from other majors. The closing ceremony of the competition included the announcement of the winning teams and the distribution of certificates of participation. This was followed by a session given by Mohamed Abd El Rasoul, P&G Near East Sales Director where he talked about effective leadership and the skills that enhance the career path of fresh graduates.

May 28 - 29, 2016 - The School of Business hosted The Microsoft Annual Imagine Cup Competition 2016 for both Egypt and Pan-Arab phases of the competition. The Pan-Arab Finals (PAF) hosted 200 Arab students from 13 Arab states. The closing ceremony was attended by AUC Interim President Thomas E. Thomason; Karim Seghir, Dean of AUC’s School of Business; Ali Faramawy, Microsoft Corporate Vice President; Khaled Abdel Kader; Microsoft General Manager; Yasser El Kady, Egyptian Minister of Communication and Information Technology; Ashraf Mohamed El-Shihy, Minister of Higher Education; El Helali El Sherbini, Minister of Education and a number of representatives from Microsoft HQ. The AUC School of Business, student team composed of Ahmed Abdelaal, Menna Hawas, Mohamed Omar and Doaa El Tahan, MICT major students, joined the Microsoft Imagine Cup local competition which took place on April 10, 2016 and participated in the Citizenship Track. The team was developing a solution for a social problem in Egypt that Egyptians have been suffering from which was finishing your paperwork quickly and effortlessly, through creating an application named Masla7tek, a self-regulated social network, where different users can be updated about information on certain service providing offices (within governmental and none governmental institutions). The team reached the 2nd round and thus were from the top 8 winning teams.
June 5, 2016 - The School of Business hosted its third Annual International Experience Award Ceremony. The award is designed for undergraduates of the School of Business to increase their international exposure before they graduate and transform their business education into an international one. The award assigns point values to an extensive range of new and existing international academic and co-curricular activities in which students can participate.

International Experience Award

April, 2016 - 18 undergraduate students joined the school’s annual study tour to New York, where they visited: New York Stock Exchange, Federal Reserve Bank, Samsung, Bloomberg, Grand Central Tech, Apollo and Colombia University.

USA, New York Study Tour

China, Southwestern University of Finance and Economics (SWUFE)

July, 2016 - For the first time, two undergraduate students travelled to China to the school’s new partner, Southwestern University of Finance and Economics (SWUFE) and joined their two-week Summer Program on full fee scholarship. The Discover SWUFE program is designed to give students a memorable and powerful encounter with SWUFE and China. Randa Sherif, Double Major in Finance and Accounting and Ahmed Samir, Economics Major, both students had an enriching experience and both got A’s in their presentations at SWUFE, Randa on culture and Ahmed on Business Innovation and Entrepreneurship; Ahmed also received a special award for the whole program.

International Experience Award

June 5, 2016 - The School of Business hosted its third Annual International Experience Award Ceremony. The award is designed for undergraduates of the School of Business to increase their international exposure before they graduate and transform their business education into an international one. The award assigns point values to an extensive range of new and existing international academic and co-curricular activities in which students can participate.
April 11 - 13, 2016 - The School of Business hosted the 5th MENA conference of The European Foundation for Management Development (EFMD). The event discussed Business Education for Inclusive Economy. Since there is no one-size-fits-all recipe for success when it comes to inclusive growth, the event addressed how the MENA countries have performed on the global landscape and what role can management education play in fostering inclusive growth?

During the EFMD MENA Conference on Business Education for Inclusive Economy Iman Seoudi, KCC Director, moderated a panel on Family Business as Agents of Change that shed light to insights from three successful family businesses. Ali Elquammah, HEM Business school Morocco, and Egypt’s Hani Berzi, EDITA Food Industries and Samer Sallam, Chairman of Mathal Holding and CEO Paradise Capital.

April 13 - 14, 2016 - The School of Business hosted the Sixth PRME-MENA Regional Forum, the theme of the Forum was Action for PRME and SDGs. The event brought together 25 faculty members from 8 different countries and was designed as a hands on series of workshops led by international PRME working group members together with MENA PRME members and focused on further embedding sustainability and corporate responsibility into management education.
April 14, 2016 - The School of Business hosted the AACSB information session on the value of AACSB International Membership and Accreditation. This interactive session focused on the business education landscape in Egypt. The Association to Advance Collegiate Schools of Business is the world's largest business education network connecting students, academia, and business to advance business education worldwide.

Internship Program

Sharing administrative and outreach duties with the CAPS Office, the OSSD serves as the hub for the School of Business students seeking internship opportunities. The OSSD internship program launched in 2010 with the vision to provide students with real-life work experience and expose them to the work environment through a challenging set of projects. Starting fall 2012, OSSD expanded the capabilities and extended the scope of the office position; accordingly interns now undergo a rigorous career-development program with explicit demands, goals and evaluations. Interns are given a customized personal plan of goals that emphasizes their strengths and targets their weaknesses. Below is a selection of prominent internship opportunities students have secured through OSS during 2015.

Arab African International Bank
National Bank of Kuwait
Google Inc
PwC
HSBC Bank
Etisalat
2015 - Global Censorship: Shifting Modes, Persisting Paradigms: Under the framework of the A2K Global Academy, A2K4D, Yale ISP, and CIS hosted a workshop, which also served to launch the book on Global Censorship, which had been published in August. A large number of members of the A2KGA participated in the panel: Colin Agur, Valerie Belair-Gagnon, Lina Attalah, Stefanie Felsberger, Pranesh Prakash, Nagla Rik and Hong Xue. It traced these shifting tactics used by states and corporations to control the knowledge environment and the infrastructure of free expression, both online and offline. Censorship was discussed not only as detrimental to human development but as barrier to participation in the digital economy.

KCC Publishes a New Case Book “Entrepreneurship in the Arab World”

2016 - This collection of case studies showcases the experiences of ten intriguing entrepreneurial ventures from emerging markets in the Arab world (Egypt, the UAE, Morocco, and Saudi Arabia). Readers will gain an in-depth insight on a variety of localized strategic, managerial, marketing, and innovative approaches and practices, which create unique challenges and opportunities in a region undergoing rapid political, social, and economic transformations. The unique case studies address different stages within the exciting entrepreneurial cycle, from startup to growth, sustainability, and international expansion. This casebook is a valuable resource for anyone wanting to know more about launching and sustaining a business within developing Arab economies, as well as being an effective teaching tool for disciplines related to new venture management and entrepreneurship.
July, 2016 - Three collaborative projects between JPAL and AUC were agreed upon this summer to address issues of poverty alleviation and job creation amongst Egyptian Youth. JPAL’s mission is to reduce poverty by ensuring that policy is informed by evidence through research, policy outreach, and training, using the experimental economic techniques as a powerful tool to assess program impact. The current collaboration involves Randomized Controlled Trials (RCTs) on several components: job creation and matching, job training; and capital assistance.

Mona Said, Associate Professor of Economics and Chair of Economics Department is the principal investigator in a project funded by Canadian’s IDRC. Whereas, Mohamed El-Komi, Assistant Professor of Economics is the principal investigator on a second microfinance project funded by the Sawiras Foundation. This collaboration with JPAL is a starting point for capacity building amongst faculty and students in innovative research techniques with promising policy impact for Egypt and the region.

A2K4D is targeting economic development from a different perspective. Funded by Canada’s IDRC, A2K4D is the lead institute on a new research project titled Harnessing the Economic Power of Data in the Middle East and North Africa. The Data Revolution project aims to explore new and innovative technologies and approaches to improve data collection, management, and usability, particularly in areas that enhance entrepreneurship and youth employment. Specifically, the project will inform policies and regulations to effectively produce, manage, and use data for entrepreneurship and youth employment. It will study, develop and test innovative approaches to produce, manage, and use data. The project is conducted in partnership with Birzeit University (BZU) in Palestine and Al-Akhawayn University (AUI) in Morocco.
14 Research Items Covering Entrepreneurship and Family Business

3 Abstracts in Conference Proceedings
1 Research Working Paper
6 Non-refereed Presentations
1 Case Study
1 Refereed Conference Presentation
1 Non-refereed Journal Article
1 Research Report

34 Research Items Produced

10 Refereed Journal Articles
11 Non-Refereed Presentations
4 Refereed Conference Presentations
1 Book Chapter
1 Research Report
3 Abstracts in Conference Proceedings
2 Newspaper Articles
2 Non-refereed Journal Articles
The Department of Economics has been spearheading efforts when it comes to academic offerings in the area of economic development. For starters, the department has revamped the economic development courses to include case studies and a research project, including access to financing and environmental impact.

In addition, the Economics of Egypt course (which is being taught by Egypt’s Minister of International Cooperation, Sahar Nasr 85’, 90’) will include investment-side policies related to responsible business conduct; namely anti-corruption.

Other offered courses and seminars closely related to local and regional economic development include:

- Economic History of the Modern Middle East course
- Selected Topics: Copyright X course (taught by Nagla Rizk, Professor of Economics, in partnership with Berkman Center, Harvard University)
- Economic Growth and Development course (graduate level)
- Seminar on Economic Development
The School of Business Executive Education Launches GoGlobal Executive Development Program

2015 – 2016 - The American University in Cairo School of Business Executive Education launched the GoGlobal initiative as a regional executive development programs and workshop series designed for C-suite executives, board chairs and members, senior government officials, managing directors and country managers. During the academic year of 2015 - 2016, two rounds of the GoGlobal Executive Development program were conducted encompassing 50 top executive from the private and public sectors. The program included three main modules: 1) soft skills part including international negotiations, diversity, ethics and contextual leadership, 2) the finance and macroeconomics, and 3) innovation in business models. Round one of the GoGlobal Program was held on November 19-22 and December 11-12, 2015. Round two was held in March 28-April 2, 2016.

The AUC School of Business Executive Education Signs MoU with IE Business School Executive Education

February, 2016 - The American University in Cairo School of Business Executive Education and IE Business School Executive Education have signed a Memorandum of Understanding to cooperate in conducting Executive Programs for the C-level in Egypt and the Middle East. The cooperation between The American University in Cairo School of Business Executive Education and IE Business School Executive Education also provide an excellent opportunity to exchange best practices and expertise which will positively benefit the administrative teams from both schools to offer even higher quality programs to our executives.

Change Through Leadership Innovation Program

December 2015 • The AUC School of Business Executive Education launched a new program titled Change through Leadership Innovation. The program is specifically designed for professionals in the middle management level with 3 - 6 years of working experience. It is a three-day intensive program designed to elevate participants’ thinking, knowledge and behavior to a different level of leadership; a level that takes innovation as an essential pillar for leadership, and expects leadership to employ innovation for moving forward.
CORPORATE RELATIONS AND OUTREACH HIGHLIGHTS

The AUC School of Business 4th Top Employers Roundtable

April 4, 2016 - The roundtable hosted 20 human resources senior representatives of the school’s top employers including Procter & Gamble, Commercial International Bank (CIB), HSBC, Barclays, Nestle, Cargill, and a myriad of banks and Multinational companies. The participants discussed how they can help in achieving the school’s goals and its future vision. The event also included animated discussions with students on internship they undertook and how to expand the benefits of such internship experiences.

ABR’S 5th Issue Entrepreneurship Hits the Newsstands

Fall 2015 - A diversified group of prominent academics and professionals contributed to ABR’s 5th issue, with 15 in-depth articles, together tackling a variety of significant Entrepreneurship-centered topics. AUC professors also contributed to ABR’s Entrepreneurship (Fall 2015) issue. Ashraf Sheta (Adjunct Professor) lists 5 premises that need to be set to teach entrepreneurship effectively while maximizing learning and entertainment in class. Ayman Ismail (Assistant Professor of Management, Jameel Endowed Chair of Entrepreneurship) sheds a light on the entrepreneurship ecosystem in Egypt and identifies seven major challenges that the whole ecosystem needs to address and proposes suggestions to move forward. Developed by KCC at the School of Business, ABR’s Theory in Practice section featured two case studies of companies adding great value to the Egyptian society. The first case tells the story of Robusta, an Egyptian success story of digital marketing. The second case tells the story of Iqraaly, a homegrown application designed as the reader’s alternative to radio on commutes.
June 1, 2016 - The AUC School of Business is hosted its Seventh Annual Strategic Advisory Board Meeting on June 1, 2016. The Board which was established in 2010 aims to foster the school’s development, facilitate networking, identify strategic opportunities, help identify, and occasionally secure, resources and cultivate links with other institutions around the world.

Thank you Note

The AUC School of Business appreciates the support of CIB, Arab African Bank, Pharco Corporation, Xerox, Piraeus Bank, ITIDA, General Electric, Egyptian Gulf Bank, Microsoft, Emirates Foundation. In addition to the generous support of individuals like Shahira Zeid, Mohamed El Refaei and Hisham Ezz El Arab.
A2K4D Director Nagla Rizk Receives Annual Alumni Award

May 27, 2016 - A2K4D director Nagla Rizk was honored during the Annual Alumni Award Ceremony as a distinguished Alumni for her accomplishments.

100 Under 40: Six AUC Alumni Ranked Among World’s Most Influential Young Arabs of 2016

April, 2016 - Arabian Business recently released its annual ranking of 100 Under 40: The World’s Most Influential Young Arabs 2016. This year, six alumni from AUC were included on the list. Two of them are from the School of Business.

Minoush Abdel-Meguid ’96: Abdel-Meguid has worked in investment banking and management for 17 years. She is currently CEO, chief investment officer and managing director of Union Capital, an investment fund for small-to-medium-size businesses in Egypt. In 2015, Abdel-Meguid was also named a Young Global Leader by the World Economic Forum. Abdel-Meguid graduated with a BA in economics from AUC.

Omar Samra ’00: Samra is the first Egyptian to climb Mount Everest and the Seven Summits, making him the first of his countrymen to complete the “Explorers Grand Slam.” He also founded his own travel company, Wild Guanabana, and co-founded Rock’n’Rope, an outdoor adventure company, as well as Marwa Fayed’s Toy Run, a nonprofit that collects and donates toys to orphanages in Egypt. Samra received his BA in economics from AUC.
Elham Yousry Mohamed Mahfouz ‘84 - Mahfouz worked for the Commercial Bank of Kuwait as unit head of financial institutions and syndications for the past 16 years. In November 2014, she was appointed the bank’s CEO. She holds a Bachelor of Business Administration, with honors, from AUC.

Marwa Mostafa Kamel El Ayouti ‘98 - El Ayouti has 18 years of finance experience, 15 of which were spent with Vodafone, Egypt’s biggest mobile firm operator. She has a BA in economics and Bachelor of Business Administration from AUC.

Hania Mohamed Sadek ‘82, ’90 - Sadek is the chief operating officer of HSBC Bank Egypt. Previously, she headed the audit department of all the branches in the country. She holds bachelor’s and master’s degrees in economics from AUC.

Nevine Ibrahim Loutfy ‘74 - Loutfy heads the Egyptian branch of the Abu Dhabi Islamic Bank, which has $2.5 billion in assets. She received her Bachelor of Arts in economics from AUC. Loutfy is also a member of the AUC School of Business Dean’s Advisory Board.

Farida Mohamed Khamis ‘00 - Farida Khamis is an executive board member at Oriental Weavers, she is also vice president of corporate finance and holds a Bachelor of Business Administration from the AUC.

Hala Adel Bassiouni ‘86, ’88 - Bassiouni has 28 years of experience in corporate banking and is currently group corporate treasury director at Ezz Steel. She holds bachelor’s and master’s degree in economics from AUC. Bassiouni is also a member of the AUC School of Business Dean’s Advisory Board.

Nayera Nazih Amin ‘76, ’81 - Amin was appointed executive vice chair of Piraeus Bank in 2013 after serving as CEO and managing director. Before joining Piraeus, she spent 31 years at Citibank and two years at Bank Audi Egypt. She holds a bachelor’s and MBA in international business and marketing from AUC. Amin is also a member of the AUC School of Business Dean’s Advisory Board.
October 26, 2015 - Amer, who has a bachelor’s degree in economics and management, has more than 27 years of experience in international banking under his belt, including the Middle East and North Africa (MENA), Turkey, the Gulf, and Asia. He was previously a deputy governor of CBE and served as chairman between 2008 and 2013 of the state-owned National Bank of Egypt, where he undertook reforms that were applauded by regional and international financial institutions, the presidency said in its statement.

Looking forward to her new position, Nasr explained the challenges and opportunities that lay ahead. “My goal as minister is to engage Egypt with the rest of the world,” she said. “Above all, I believe we must work with the international community to boost our economy and strengthen Egyptian businesses. There will certainly be challenges ahead, but I welcome the opportunity to help promote growth and development in Egypt through international collaboration.”
Forbes Middle East Names AUC Alumni Among Top 100 Leaders in the Region

December, 2015 - For the third consecutive year, Forbes Middle East published its annual Global Meets Local ranking, which recognizes the top 100 most powerful business leaders in the Middle East. This year’s list features two AUC alumni who lead successful multinational and tech companies.

Takreem El Tohamy ‘84, ’94 - El Tohamy serves as the general manager for IBM in the Middle East and Africa. Before taking this position, he led a medium-size business for IBM Services Joint Ventures for the Europe, Middle East and Africa region in Paris, France. In addition, El Tohamy has headed a number of innovative projects in the field of nano-science, which included advanced research collaborations with various universities in the Middle East. He earned a Bachelor of Science in mechanical engineering and a Master of Business Administration from AUC.

Ashraf El Afifi ’91: El Afifi - is president of Henkel in the Middle East and North Africa, a multinational company that produces consumer goods such as laundry, home care and beauty products. He is also corporate senior vice president for the laundry and home care division of Henkel in the Middle East and Africa. El Afifi joined Henkel in 1992, when the company first began operating in the Egyptian market. He previously worked in Henkel’s headquarters in Dusseldorf, Germany for five years. Throughout his career, El Afifi discovered that the best way to accelerate knowledge in a fast-growing economy is to work with a diverse group of people. He holds a bachelor’s in business administration from AUC.
The Bachelor of Accounting (BAC) program at the AUC School of Business has been endorsed by the Institute of Management Accountants (IMA) - the worldwide association of accountants and financial professionals working in business. The endorsement of the school’s program is testament of the program rigor which provide students with mastery of the critical accounting and financial management skills needed on the job today. The Bachelor of Accounting (BAC) program is the first to be endorsed in Egypt and the third in the MENA region.

New Memberships with Family Firm Institute FFI

FFI’s mission is to be the most influential global network of thought-leaders in the field of family enterprise. They provide research-based learning and relevant tools for advisors and consultants, academics and family enterprise members to drive success. As Family Business is one of the school’s areas of focus, the school joined membership with FFI in 2015 - 2016.

New Partnerships

In accordance with the Schools of Business Internationalization CDG Strategy, the school and AUC Office of Strategic and International Initiatives have developed four new partnerships for student exchange that are exclusive to the School of Business with:
EXCELLENCE IN ACADEMIC SERVICE AWARD

MOHAMED BASUONY
Associate Professor of Accounting,
AUC School of Business
Undergraduate Honors Assembly
(May 11, 2016)

EXCELLENCE IN TEACHING AWARD

NEVEEN AHMED
Assistant Professor of Finance,
AUC School of Business
Undergraduate Honors Assembly
(May 11, 2016)
EXCELLENCE IN RESEARCH AWARD

MOHAMMED BOUADDI
Assistant Professor of Economics, AUC School of Business
Undergraduate Honors Assembly (May 11, 2016)

ASHRAF SHETA
Adjunct Faculty, Department of Management, AUC School of Business
Undergraduate Honors Assembly (May 11, 2016)

ADJUNCT FACULTY EXCELLENCE IN TEACHING AWARD

44
NAYERA AMIN
CEO and Managing Director, Piraeus Bank Egypt
Undergraduate Honors Assembly (December 6, 2015)

RAGHDA ELEBRASHI
Founder and Chairperson, Alashanek Ya Balady Association for Sustainable Development
Undergraduate Honors Assembly (May 11, 2016)
GHADA EL ERAQI
Senior Program Specialist, 
Financial Services Center, 
AUC School of Business 
Undergraduate Honors Assembly 
(December 6, 2015)

DALIA METWALLY
Senior Administrative Assistant, 
Office of the Associate Dean for 
Graduate Studies and Research, 
AUC School of Business 
Undergraduate Honors Assembly 
(May 11, 2016)

NORAN EL KASHEF
Senior Program Specialist, 
Financial Services Center, 
AUC School of Business 
Undergraduate Honors Assembly 
(December 6, 2015)
STATISTICS
### FACULTY (Fall 2015)

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<thead>
<tr>
<th>Faculty Type</th>
<th>Department</th>
<th>Count</th>
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<td>Full-time Faculty</td>
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<td>Department of Economics</td>
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<td>Department of Management</td>
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### STUDENT ENROLLMENT (Fall 2015)

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<td>Business Administration</td>
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<td>Economics</td>
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<td>Economics in International Development</td>
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<tr>
<td>Finance</td>
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<td>28</td>
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<tr>
<td>Management of Information and Communication</td>
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<td>(Total)</td>
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<td>134</td>
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### ALUMNI

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### Executive Education (August 2016)

- Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program (August 2016)
- Citadel Capital Financial Services Center (Total users including recurring users - August 2016)

* For further information regarding this annual report, contact External Relations Officer, AUC's School of Business at business@aucegypt.edu