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* For further information regarding this report, please contact Sandy Iskander, External Relations Officer, School of Business, The American University in Cairo at sandyi@aucegypt.edu
AUC School of Business continuously strives to improve its status and reputation as the premier regional hub for education and practice, and this year did not fall short of this goal. During this critical period facing Egypt’s economy, the school succeeded in promoting activities and creating initiatives that encourage entrepreneurship, innovation and leadership. It garnered worldwide acknowledgement and recognition of its programs pertaining to the betterment of management education. We are proud to report that the school has delivered on the aforementioned fronts, in large part due to the active participation of its faculty members, students and staff, as well as other stakeholders, and we remain committed to do so in future endeavors.

Significant accomplishments of the school include obtaining official affiliation from Eduniversal, who granted the school its highly coveted 5-palm recognition; earning recognition as one of the 100 Universal Business Schools with Major International Influence; being listed in QS’s MBA World’s Top 200 Business Schools; being ranked 70th in executive education by the 2013 Financial Times; and being the only school across the Middle East and North Africa region to achieve this distinction, in addition to being granted recognition to the Bachelor of Business Administration specialization in finance in parallel to the recently developed Master of Science in finance by the Certified Financial Analysts.

Further, AUC School of Business has established the Endowed Abraaj Group Professorship of Private Equity and Abraaj Group Research Fund in Private Equity, which to date, received a generous $1.1 million. Abraaj Group is a leading private equity manager investing in global growth markets. At this end, the school will employ this sum to further excel in its research and teaching endeavors in the private equity field.

One of our proudest accomplishments is the publication of the much-awaited AUC Business Review. The launch event welcomed high-profile business people, academic figures and professors. Developed under El-Khazindar Business Research and Case Center and International Business Associations Group patronage, the quarterly magazine aims to link theory and practice bringing forth relevant business cases with the latest concepts. Accordingly, this platform promotes a strengthened connection among professionals in the industry, business educators and academics. In a transitioning Egypt, it is essential to effectively disseminate the schools three pillars of entrepreneurship, innovation and leadership, and there is no better way to channel these issues than through a magazine with wide and efficient distribution.

Another landmark startup, which has significantly contributed to AUC’s relationship with the larger community is the Venture Lab (V-Lab), founded and run by the Entrepreneurship and Innovation Program at the School of Business. Recognizing that there has been a shift in demand for the creation of small businesses, as well as funding needed for entrepreneurial prospects, AUC has met that new market demand with the creation of the AUC V-Lab. As such, the AUC V-Lab will help cater to young business hopefuls who aim to commercialize technologies and innovations. This in turn will encourage the establishment of Egyptian-based startups and develop them as viable ventures, further aiding the Egyptian economy.

Looking back every year at our trails of attainment, I personally am proud to be part of such a thriving and growing institution. Much acknowledgement goes to everyone involved in making all of our successes possible, and for many more to come. Hope you will enjoy reading this annual report that features our journey in maintaining excellence. Our events, collaborations and publications aim to serve as a platform to bring together interested parties and thus work jointly on the advancement of the school.

Sherif Kamel
August 2013
“Drawing on superb faculty, ambitious students, dedicated staff and generous and successful alumni, the School of Business at the American University in Cairo brings its global reach to building Egypt in the twenty-first century. As this report documents, the School of Business is increasingly widely recognized, with award winning programs and prestigious accreditations, for fulfilling of the promise and potential of Egypt today.

With its strong emphasis on entrepreneurship, innovation and leadership, its active research programs and its multiple international partnerships, the school provides rigorous curricula, in both its degree programs and on its executive education platforms, in management, accounting, finance, marketing, economic development, information technology and entrepreneurship.

These efforts are poised to have even greater impact in the years to come, as Egypt welcomes creative and dynamic initiatives in job creation, investment opportunities and economic growth. Under the able leadership of the School of Business dean, Sherif Kamel, AUC continues to produce and promote the next generation of socially responsible private-sector leaders who are taking the initiative to build Egypt and the region. Both in Egypt and across the globe, AUC’s School of Business is playing a crucial role in improving our world.”

President Lisa Anderson
The American University in Cairo

“The School of Business is constantly exerting remarkable efforts to enhance the level of education it provides, making opportunities available for concrete advancement of students. Exposure to real life experiences through various means has had a great effect on their progress and development. Over this past year, the school has shown a noticeable impact on creating a favorable entrepreneurial environment that is helping to produce more community leaders with clear visions, aiming at making a genuine difference. Moreover, the recent rankings and recognitions the school has attained are an attestation of the high-quality education offered. I hope that the School of Business continues to retain this superb level and more in its future endeavors.”

Provost Amr Shaarawi
The American University in Cairo
ABOUT THE SCHOOL
Vision
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

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.
DEPARTMENTS
Department of Economics (ECON)
Department of Management (MGMT)
Department of Accounting (ACCT)

EXECUTIVE EDUCATION
Management Center (MC)
International Executive Education Institute (IEEI)

CENTERS AND PROGRAMS
Business Computer Center (BCC)
Citadel Capital Financial Services Center (CCFC)
El-Khazindar Business Research and Case Center (KCC)
Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program (WEL)
Access to Knowledge for Development Center (A2K4D)
Entrepreneurship and Innovation Program (EIP)

ADVISORY BODIES
Dean’s Strategic Advisory Board
Council of the School of Business
Management Center Advisory Council
El-Khazindar Business Research and Case Center Internal Advisory Board
Entrepreneurship and Innovation Program Council
AACSB: THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS
The School of Business first acquired AACSB accreditation in 2006 and received a renewed five-year accreditation in 2011.

ACCET: ACCREDITING COUNCIL FOR CONTINUING EDUCATION AND TRAINING
AUC’s Management Center was granted five years of ACCET accreditation in 2011.

CFA: CHARTERED FINANCIAL ANALYST
The Master of Science in Finance and the Bachelor of Business Administration with a concentration in finance have been accepted into the CFA Institute University Recognition Program (2013).

MSCHE: MIDDLE STATES COMMISSION ON HIGHER EDUCATION
Institutional accreditation status is granted for a period of ten years, with a mid-way periodic review. The university was granted its renewal in 2008.

SHRM: SOCIETY FOR HUMAN RESOURCE MANAGEMENT
The curriculum of the Professional Postgraduate Diploma in Human Resource Management offered at the Institute of Management Development, Management Center, has been certified by SHRM to be in-line with the SHRM HR Curriculum guidebook and templates.

SCU: SUPREME COUNCIL OF UNIVERSITIES
All degrees from AUC School of Business are eligible for equivalency certificates issued by the Egyptian SCU. Degrees are evaluated every three years and the cost is covered by the school.

NAQAAE: NATIONAL AUTHORITY FOR QUALITY ASSURANCE AND ACCREDITATION OF EDUCATION
AUC in its entirety is accredited. The Department of Management was accredited for five years in 2013.

In progress:
AMBA: ASSOCIATION OF MBAs
The Self Assessment Report has been accepted by AMBA in 2013. Work is in progress for the completion of the Self Audit Report, which is the last report to be submitted before the coming AMBA assessment visit scheduled for February 2014.

EQUIS: THE EFMD QUALITY IMPROVEMENT SYSTEM
AUC School of Business has successfully passed the first level in the EQUIS accreditation process. It is a two-tier process containing eligibility and completion components. EQUIS visit is scheduled for November 2013.
ABOUT THE SCHOOL

Memberships

Association of African Business Schools (AABS)

The Academy of Business in Society (EABIS)

European Foundation for Management Development (EFMD)

Graduate Management Admission Council (GMAC)

Principles for Responsible Management Education (PRME)

The Professional Risk Managers’ International Association (PRMIA)

The International University Consortium for Executive Education (UNICON)

Rankings

Eduniversal
First – Master of Economics in International Development in Africa (2012)
S Palms – 100 Universal Business Schools with Major International Influence (2012)
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
70th – Business School worldwide in open enrollment executive education programs (2013)

Forbes Middle East
First – Top private universities for MBA programs in the region (2012)

QS World University Rankings
Second – Middle East and Africa MBA Rating (2011)

QS World MBA Tour
Best – MBA in the Middle East and Africa (2009 and 2010)

QS Global Top 200 Business Schools Report
Second - MBA in the Middle East and Africa Region (2012-2013)

The School of Business status changed from EFMD affiliate to full membership in October 2012.

The School of Business became a member of GMAC in October 2012.

The School of Business became a member of GMAC in October 2012.

The School of Business became a PRMIA university member in December 2012.

The School of Business became a PRMIA university member in December 2012.

The School of Business became an associate member of UNICON in April 2013.
“Business studies at AUC have always been a competitive edge of the university, perhaps its most sought-after discipline. Yet, the major development that the School of Business has achieved in recent years is phenomenal. Since its launch in 2009 (after 60 years of experience comprised within the School of Business, Economics and Communications), the new school has been moving in a rapid pace to challenge top-ranked peer schools in the region, catering to more than 1,200 undergraduate and graduate students and offering advanced and diversified programs. From a businessman perspective, me and my colleagues always look for hiring the school’s graduates who are highly-qualified to manage through the business environment. As a trustee and longstanding advocate of AUC, I am very much proud of the growing ranking of the school by notable and credible assessment bodies such as The Financial Times, Forbes Middle East, Eduniversal and QS World University Rankings. This would have never happened without the creativity and dedication of its management, faculty members and amazing students, to whom I extend my sincere thanks and best wishes for more success.”

Moataz Al Ali
Chair, Americana Group
Vice Chair, Board of Trustees, AUC
“The AUC School of Business this year faced head-on the myriad trials and tribulations introduced by Egypt’s post-Arab Spring growing challenges. The school stakeholders this year have stayed focused on achieving our collaboratively developed vision and mission, while trying to overcome the multiple challenges it presented.

Creating an environment that fosters the development of principled and innovative business leaders and entrepreneurs with a global mindset continues to be our focus. This priority drives faculty recruitment, curricula, partnerships, students, participation and organization of events, competitions and joint programs, publication in international journals and teaching all programs in English. We adapted and excelled this year by investing in academic and institutional capital: promoting innovation in curricula, faculty training, teaching methods, research and executive education that move beyond the conventional boundaries of management education.

The exemplary teamwork of our distinguished faculty, bright students, committed alumni and strategic advisory board, talented staff and valued friends produced numerous and noticeable advancements: acquiring and maintaining accreditation, achieving research and publication milestones, cultivating student distinction, supporting a broad range of extracurricular activities, hosting acclaimed speakers and events, creating avenues for academic and professional partnerships with top institutions, launching exciting new courses and programs, and nurturing an international learning experience.

These advancements have been recognized in recent years by regional and global ranking and accreditation bodies. I would like to congratulate our stakeholders for these remarkable achievements that contributed to our drive to the forefront of regional and global business and economics expertise. I am confident that our upward trajectory leads to the ranks of the top, world-class business schools.”

Karim Sehie
Associate Dean for Undergraduate Studies and Administration
School of Business, AUC
Student Awards and Honors

HONORS ASSEMBLIES

Graduate Honors Assembly (May 20, 2013)

Fall Undergraduate Honors Assembly (December 13, 2012)

Spring Undergraduate Honors Assembly (May 16, 2013)
STUDENT AWARDS

Omar Mohsen Memorial Award
- Yara Abou El Ghar (major: business administration)

Presented at the School of Business Fall 2012 Undergraduate Honors Assembly (December 13, 2012)

Beta Gamma Sigma Life Time Membership Award
- Amir Bassem (major: accounting)
- Ahmed Ezz Eldin (major: economics)
- Mirette Adel (major: business administration)
- Monica Ayad (major: business administration)
- Nathali Alphones (major: business administration)
- Nealalil Abdoun (major: business administration)
- Yousra Habib (major: management of information and communication technology)

Presented at the School of Business Fall 2012 Undergraduate Honors Assembly (December 13, 2012)

BEST Club Award
- Entrepreneurs Society (received by Farida Khattab, president, Entrepreneurs Society)

Presented at the School of Business Fall 2012 Undergraduate Honors Assembly (December 13, 2012)

Excelling Student Activities Monetary Awards
- Association for Information Systems Student Chapter
- Entrepreneurs Society
- Finance and Economics Club
- Junior Enterprise Consulting

Presented at an awards ceremony (April 23, 2013)
MEET THE CEO
Hussein Abaza, chief of the Economics and Trade Branch of United Nations Environment Programs Division of Technology, Industry and Economics Hosted by Master of Business Administration (MBA) Program (October 31, 2012)
“Green Economy: How It Can Be Developed and Sustained in What is Now a Transitioning Egypt.”

Paul E. Tierney, business professor at Columbia University, and fund manager and venture capitalist at Aperture Venture Partners Hosted by Master of Business Administration (MBA) Program (February 28, 2013)
“Practical Experiences in Investment and Funding.”

Amr Helal, managing director, The Abraaj Group At the Graduate Honors Assembly (May 20, 2013)

MBA DEBATE
“Sustainability: Does it Impact the Bottom Line?” (April 10, 2013)

IT FORUM
“Information Technology and the Strike’ at AUC” (October 7, 2012)
Nagy Nicola, chief technology officer, AUC; Maha Amer, director of the University Academic Computing Technologies (UACT), AUC; Hussein Mostafa, director of the University Technology Infrastructure, AUC.

Khalid S. Soliman, associate professor of management of information systems; founder and chief executive officer, IBIMA Publishing, USA.

“No Time to Waste: Finding What You Need When Google Isn’t Enough” (December 5, 2012)
Josiiah Drewry, user experience librarian, AUC.

“The Digital Humanities: Between Technology and Revolution” (February 13, 2013)
Vju Amel, PhD candidate, University of Southern California, USA.

“Understanding Bidding Behavior in Sequential Online Auctions” (March 27, 2013)
Arvind Tripathi, associate professor of information systems, University of Auckland Business School, New Zealand.

“Digital Inspiration Series, the Internet and Entrepreneurship: the Key to Personal and Social Prosperity” (April 21, 2013)
Khalid S. Soliman, associate professor of management of information systems; founder and chief executive officer, IBIMA Publishing, USA.
DEPARTMENTS EVENTS

Department of Accounting Second Annual Reception (March 24, 2013)
The event helped in familiarizing accounting students with its faculty members and alumni as well as providing them with the necessary orientation for future prospects. Keynote speakers included Mohamed Abdel Baky, chief financial officer and board member of Domty Group; Marwan Kabbani ’98, managing partner in Moderna Kabbani. They talked about the importance of being an active student in order to achieve a well-rounded learning experience.

Undergraduate Economics Forum (May 12, 2013)
The forum was hosted by Economics Student Senators, Akram Istanbouli and Adham Badrawy. Economics students, faculty members, and the Office of Student Services shared ideas, listened to suggestions and developing views. Student senators presented results of a survey on student feedback on the courses offered, declaration criteria, program requirements, advising and mentoring. The aim of the forum was to establish an environment of open communication between the students and the department. It also enhanced the department in assessing the objectives of the program and in developing future plans.
Partnerships Established for an online ‘Cloud Computing Course’

AUC School of Business now offers a dynamic Management of Information Systems course in collaboration with Amherst University of Massachusetts (UMASS) and National University of Ireland Galway (NUI). The refined syllabus tackles topics of online based human computer interactions in the respective academic institutes. The course is taught by Amr Badr El Din, associate professor of management of information systems, AUC, Egypt. Gino Socinelli, lecturer of the Biology Department, UMASS, USA; Murray Scott, director of Business Information Systems Module, NUI, Ireland. The aforementioned universities are the first in the academic field to utilize the Microsoft 365 Lync software as a communicative gateway to deliver virtual classes. Fortune 500 companies frequently employ this software to conduct large meetings with multiple participants located around the globe. AUC School of Business is the first in the MENA region to exercise this online teaching/learning tool. In doing so, students are able to form virtual teams and work on projects together from different parts of the world.

“AUC’s School of Business offers some of the finest programmes in the world. The BA in Economics that I got there was instrumental in giving me the preparation and motivation to pursue further studies. I was exposed to a wide range of specialized topics through outstanding professors, who were always there to guide me and my fellow students during and after the lectures. The coverage and level of the material were on par with those offered by the best-known international universities. I even felt that I knew more advanced material than most of my cohort during my doctoral studies at Oxford. The school’s MA programme was an ideal follow-up. It resulted in me publishing my MA dissertation in one of the best journals in my field, “Econometric Theory”. As a member of the school’s Advisory Board, I am happy to see it constantly striving for excellence in education and to remain at the forefront of academic developments.”

Karim Abadir ’85, ’91
Professor of Financial Econometrics, Imperial College Member, Dean’s Strategic Advisory Board, School of Business, AUC
“I started at AUC walking, not knowing who I was or the skills I wanted to hone. I look back today as I complete my final lap sprinting not to finish as quickly as possible but because of the motivation and adrenaline that my professors, colleagues and the school of business has fostered me with. I’m ready to make my university proud and look forward to the life’s next challenge.”

Sharif Galal
Accounting Senior, School of Business, AUC

UNDERGRADUATE STUDIES

Office of Student Services

E-PETITION (December 17, 2012)
In cooperation with the University Information Systems Office, the Office of Student Services (OSS) introduced the ‘E-Petition’ system. It offers a personalized user friendly online system that not only allows students to apply for closed business classes, it also enables them to track their request status at any given time. E-Petition allows for one-on-one communication that aids transparency of decision making process, it also helps students stay alerted and informed with its features starting from a log in ID, petition status real time update, close one on one communication through AUC email and SMS. It is an additional service that caters for the specific career and scheduling needs of the School of Business major students and further more accommodates for the minor students from other majors. Attending to an average of 525 petitions per semester the E-Petitions serves around 48% of School of Business students.

Coaching Team (March 28, 2013)
A sub-board, affiliated with the Students Mentoring Board, introduced Coaching Team, a project that operates according to the primary goal of promoting student interest in competitions, advising and mentoring students going out to competitions representing AUC, and developing a competitive set of skills equipping students to win. The Team prepares students to compete externally at the regional and global levels in addition to running the nomination and selection processes for future competitions. 14 students were sponsored in competitions by the School of Business. In addition, the Coaching Team also offers coaching and mentoring to any School of Business student going on local and international competitions that are not sponsored by the school.

Open Day (April 23, 2013)
OSS hosted its bi-annual open day aiming to encourage student-faculty engagement. Held each semester, students are granted the opportunity to gather for breakfast with the associate dean, OSS staff and departments’ faculty members. The motive is to familiarize all the departments’ stakeholders with each other for a better coping environment for students, staff and faculty members. The event concluded with a range of mental and physical competitions, where winners were awarded invitations to share coffee with their favorite faculty member.

OSS Open Day (April 23, 2013)
Undergraduate Study Trip to Boston (April 25-May 2, 2013)

AUC School of Business, in collaboration with the Finance and Economics Club, undertook its second entrepreneurial and business trip to Boston. Visits were made to Harvard University, the Massachusetts Institute of Technology (MIT), the historic Massachusetts State House and Fidelity Investments, among others. Supervised by Kevin O’Connell, professor of management and Willard W. Brown Chair of International Business Leadership, the trip served as a dynamic and communicative platform, providing students with the practical knowledge to become successful business professionals.

Internships

Off-Campus Internships

OSS and AUC’s Career Center (CAPS) have continued jointly to furnish students with paths into significant internship opportunities. Off-campus internships offered by OSS in collaboration with CAPS are diverse. Participating students this year included:

Barclays Bank Egypt SAE
Fatima Osaka Swilem
Ihab Ahmed Hassan
Maha Mamdouh Ahmed
Marina Sharaf El Din Ebeid
Mayar Yasser Ali
Mennah Ahmed Salama
Mennatallah Walid Saafwat
Nada Sayed Beshir
Noha Ayman Abdo
Paulin Victor Ishaki
Zeina Ehab Mandour

Beltone Financial
Marwa Ahmed Abdalaty

Central Bank of Egypt
Basma Mostafa Aloura
Jaida Gamal Amer
Mohamed Mounir Barakat
Muhammad Ahmad Sami
Nada Mohamed El-Aschy
Perihan Amr Hafez

Commercial International Bank
Aly Hassan Nassif
Hadeel Marwan Elmasry
Mariam Amin Amin
Marina Sharaf El Din Ebeid
Mohamed Abdel Monehny
Mohamed Hossam Amer
Noha Soliman Aref
Rana Mohamed Zaki
Sabreen Mostafa Mahmoud
Samar Sefelidin Elshafey
Sarah Adham Hegazy

Dar Al Kal’s Children’s Magazine
Norhan Tarek Abdelaziz
Omnia Abdalla Hussein
Rana Reda Kamil

Endeavor Egypt
Bassel Hijazi
Engy Saleh Abdel Rahman
Khalid Tawfik

Etsalat
Habiba Hany Bakir
Lara Salah Alzam

FH360
Dahlia Khaleed Fahmy

FlatILabs
Ahmed Amr Elhalaby
Aly Tarek Khairy
Mohamed Mounir Barakat

IBA – International Business Associates
Fatma Mahfouz Abdel Kader

IBM Egypt
Abdallah Ayman Othman
Ahmed Amr Elhalaby
Dina Aziz Mansour
Jaida Gamal Amer

Juhayna Group
Mariana Helmy Nessim
Soha Sayed Saleh

JWT Group Egypt
Basma Ashraf Ibrahim

Microsoft Egypt
Cherine Hosni Koua
Dana Ayman Khater
Karim Fahhi
Mohamed Emad Mourad
Mohamed Mounir Barakat
Nada Mohamed El-Aschy
Nancy El Mahallawy
Perihan Amr Hafez
Shahid Ahmed Elzar
Yasmine Abouemira
Younna Hawas

MTI Consulting
Ahmed Amr Elhalaby
Hagar Ashraf Omar
Hussein Mohamed Osman
Lujane Awad Mulla
Marian Fayek Abdel Messih
Rania Mandomed Abd El Naeem

PricewaterhouseCoopers LLC
Jaida Gamal Amer
Raya
Ahmed Amr Elhalaby

Schneider Electric Egypt
Ahmed Magdy Metwally
Farah Ayman El Shenawy
Mai Kamal Khodsy
Yasmine Hossam Elhusseiny

Studio Meem
Samia Hanekhody

Tabibi 24/7
Mina Samy Shenouda

The Consultancy Group for Corporate Restructuring & Development – Pylon
Hadir Mohamed Abouelsoued

The Nielsen Company
Marian Fayek Abdel Messih

Unilever
Hany Fayez Hanna
Mohamed Sherif Ismail
Omar Beltagi
Sally Hany Abou-zeid
Yasmin Said Abou Radwan

Upgrade
Sohaila Ashraf Salem

Xerox Egypt
Mennatallah Walid Saafwat
Yasmine Hossam Elhusseiny
OSS Interns
Complementing the off-campus internship opportunities, OSS has also created the opportunity for students to experience real-life situations on-campus. The OSS has created work opportunities within AUC School of Business to develop student working skills and develop their sense of responsibility, accountability and professionalism. The project also aims to enhance student-school relations, bonding, and communication. Starting in Fall 2012, the office decided to stretch its capabilities and extend the scope of the program. As a result, interns now experience and benefit from a beyond the classroom real-life career program replete with all the demands, goals, and evaluations of the real world. Interns are expected to develop a customized personal plan of goals to emphasize their strengths and overcome their weaknesses. Additionally, interns are trained to be Business Peer Advisers to all the School of Business students, in preparation to become the school’s future ambassadors and alumni mentors.

Business Peer Advising Leaders Program
The Business Peer Advising Leaders program (BPALS) is a new program, launched by OSS in September 2012. The OSS selects, hires and assigns a fully rounded team of students who are thoroughly trained, coached and supervised to successfully advise their peers in all school-related matters (academics, scheduling, advising, life on campus, etc.). BPALS serve as advisers, mentors, tutors, and support resources to all declared School of Business students. BPALS are available on all working days at the Office of Student Services.

Fall 2012:
Alia Saad
Aya Saber
Kareem Radwan
Karima El Badrawy
Nouran Yehia
Yasmin El Sheikh

Spring 2013:
Farah Leila
Kareem Radwan
Karim Fathi
Karima El Badrawy
Nouran Yehia
Yahya Zomra
“Being a member of the School of Business for the past three years, with its prestigious faculty and helpful staff, has been of great inspiration to me. The school has given me the opportunity to participate in various competitions and gain hands-on experiences which, consequently, have guided me on my choice of future path.”

Sandra Boutros
Accounting Junior, School of Business, AUC

Student Clubs
With School of Business Faculty Advisers

Accounting Link Club
Faculty Adviser: Khaled Samaha, associate professor of accounting

Second ‘Young Tax Professional’ Competition (April 19, 2013)
In cooperation with Ernst and Young, the competition was held with the aim of conveying practical and theoretical elements to participants at becoming effective and efficient individuals in tax-related professions. Divided into two phases, students first compete in the local competition, which takes place in the home university, then the finalist represents his/her country at the Young Tax Professional of the Year international final (this year in Denmark). Accounting major and graduating senior student Sondos El Kady was the winner of this year’s local competition.

Association for Information Systems (AIS) Student Chapter
Faculty Adviser: Dina Rateb ‘84, associate professor of management information systems

Main activities include the development of a GPA calculator, which is a tool that enables students to calculate, forecast and simulate their GPA by simply adding their anticipated grades in their future courses, along with their current GPA and total credit hours earned so far. The results are easily exported to an excel sheet where they can be conveniently recorded for later reference. AIS received two community service awards in 2012 and professional development, in addition to AUC School of Business student activity monetary award in 2012.
One hundred and seventy Egyptians went on exchange programs in Europe, Asia, South America and other regions to work on a variety of development projects. This included:

• Entrepreneurship: aiming to develop the economy through helping small businesses with ideas, organization and micro finance.
• Culture: aiming to increase tolerance among regions and countries and create ambassadors by addressing cultural differences and origins.
• Health: focusing on raising awareness on healthy ways of living and addressing common standards of living in unprivileged communities.
• Environment: intern held workshops, events and awareness campaigns on environment related topics.
• Educate: intern delivered sessions to young underprivileged kids to teach them English, mathematics, manners, music and other subjects.

Two hundred and sixteen interns from around the world came to Egypt and worked on different projects, such as: Think Green, which aims to increase awareness about the environment; Educate, in which they taught orphans basic English and raised awareness about blood donating; and some worked as interns at the Office of Student Services at the School of Business, AUC.

AIESEC AUC helped 16 exchange Egyptian participants go on professional paid internships in Japan, United Kingdom, China, Germany, Turkey, Malaysia and Poland. Participants were matched to jobs that were related to their major, specifically IT, business and teaching. This program, which lasts for a maximum of one year, aims for the professional and personal development of those graduated students, for them to come back to Egypt and apply what they learned in their local market.

Egypt’s Youth to Business Forum (April 2013)
Youth to Business (Y2B) forum aims to connect young leaders with businesses to generate new ideas for the future. AIESEC’s partners for the workshop were Vodafone, Microsoft, DHL Egypt, CIB, Technology Innovation and Entrepreneurship Center. About 800 students, AIESEC members and non AIESEC members attended these workshops.

AIESEC International Conference (August 2013)
For the first time since AIESEC was established, 65 years ago, AIESEC international conference was held in Egypt. The conference has been a landmark of coming together young leaders from different nationalities, businesses, ideas and organizations. AIESEC Egypt hosted over 1000 young leaders from more than 113 countries, as well as the top management of over 100 companies from around the world.
Corporate Governance Club (CGC)
Faculty Adviser: Ahmed Abdel-Meguid, assistant professor of accounting

"Zamwalona"-Repatriation of the Egyptian Looted Money (December 8, 2012)
In Fall 2012, the Corporate Governance Club (CGC) hosted an event titled "Zamwalona" (Our Money) focusing on the schemes used to transfer illicit funds abroad and the legal procedures used to recover such funds. The event featured banking expert Hany Aboul Fotouh, economic expert Raed Salama, and United Nations legal expert Ahmed Ghanem (via Skype). Speakers focused on the Egyptian case and the events that unfolded following January 25, 2011. The event was held at AUC New Cairo and was attended by students from eight universities. The event was concluded by a debate between eight students who discussed whether legal reconciliation with convicted parties was a feasible and acceptable channel for fund recovery.

Spring '13: “Board Games”- Board of Directors Simulation (April 5, 12 and 13, 2013)
CGC held its first Board Games competition, a competitive simulation of board of directors meetings, which involves students role playing the various constituents of a board of directors. The simulation was preceded by an informational workshop conducted by Fahad Tonnis, PricewaterhouseCoopers (PwC) senior manager and corporate governance expert. Participants included seven teams (boards), each representing a different university with five students (board members) on each team. In the first round all boards were given the same basic case to simulate with a one-week preparation period. Board meetings were videotaped and presented to the judging panel from PwC. The Best three boards qualified to advance to the final round. Each finalist board was randomly assigned an advance case to be presented to the judges in front of a live audience. The winning board was comprised of economics students from Cairo University, while the first runner-up was AUC accounting students board. Awards were given to the winning boards and individuals who demonstrated exceptional role-playing abilities. All participants received certificates of attendance. PwC supported the event both technically and finically.
Enactus aims at creating sustainable change in underdeveloped areas. This is accomplished through building three-dimensional projects that adhere to, apply and emphasize economic, social and environmental principles. This year, Enactus was able to create successful campaigns and events promoting projects that create an improved and sustainable livelihood for the unprivileged. These projects include:

**Rebranding Campaign (November 11 – 15, 2013)**
This was designed to spread awareness about the name change of the organization from SIFE to Enactus. EN - Entrepreneurs, ACT - action, US - to illustrate a collaborative movement in which the organization moves in order to reach its goals.

**Enactus Opening (December 2, 2013)**

**Enactus Retreat Leadership Conference (November 21, 2013)**

**Shady Eneim Presentation (February 17, 2013)**

**Mashrou’ Leila Campaign (March 17 - 28, 2013)**

**Mashrou’ Leila Concert (March 28, 2013)**

**Annual Enactus Competition (July 8, 2013)**

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**Entrepreneurs’ Society (ES)**

**Faculty Adviser: Iman Seoudi ’95, ’00, assistant professor of management**

**Jamboree:**
ES Jamboree allows young entrepreneurs to practice running their businesses on campus in a safe and risk-free environment. This year, it hosted a variety of small-scale businesses including: ‘Lecker’ and ‘The Bater Half’, both dessert-operating companies, as well as ‘Batata’, a sweet potato food business, customized dolls, cocktails and handmade accessories businesses. Students rent booths in order to engage in and benefit from practical hands-on experience, equipping them with the necessary skills and know-how to function a full-on operating business.

**Trade Fair (December 22, 2012)**
This year ES took its annual Business Plan Competition a step further with its very first trade fair. This added a step in the competition cycle, giving participants the opportunity to actually implement their business plans and bring them to life. Participants get the chance to introduce their business models and prototypes to a panel of investors and venture capitalists, who in turn offer the participants a chance to incubate those ideas regardless of whether or not they are the competition winners.

**Business Plan Competition (February 6, 2013)**
This is the largest competition at AUC, aiming to provide participants with the necessary tools to realize effective business ideas and write proper business plans. Participants are granted exposure through their meetings with investors and potential partners, allowing them to grasp opportunities that enable them to deliver their business ideas to the real market.
Junior Business Plan Competition:
This competition aims to promote and strengthen the entrepreneurship mindset among high school students. Over 100 applications were received and 80 ideas were submitted in the format of an executive summary describing their idea, team, and preliminary plans. Around 30 teams proceeded to the trade fair and writing the business plan phase. The top 10 teams were selected. The top three teams were (respectively): Equilibrium, Introducing a reverse vending machine, which helps get rid of the garbage in return for money, E-tiles, harness the kinetic energy by the production of a tile that has the ability to absorb the energy of the footstep and transform it into electric current; Sureppo: providing a Business to Business local high quality syrup that will be able to meet the standards of and compete with international competitors with a relatively lower price. Additionally, seven teams were offered a chance to get incubated through interested investors to bring their business idea to life.

The Hit (May 15, 2013)
The Hit was the first product innovation competition at AUC, aiming to increase the interest of university students in entrepreneurship and innovation by providing a platform for a practical learning experience. The second business competition, held on May 15, 2013, was divided into five rounds: idea generation and executive summary, planning, branding, production and the final round. A panel of judges provided their insight and mentorship to contestants. With the support of the Di Salata team, a popular interactive online video magazine, The Hit was shot and screened online to allow voters to cast their ballots for their favorite teams. 100 teams entered the competition, which were narrowed down to 16, and finally down to one. The winner of the competition was awarded a cash prize of LE 50,000 to fund their proposed business project. The top three winners were (respectively): Easy Ramp: portable foldable ramp with handles that can be easily carried by people on wheelchairs or senior citizens who have difficulty moving; Roll & Go: Simply put, a portable workspace or desk that can be folded and spread when needed; Beeper: a small device which can be attached to valuable belongings, if lost, the person calls the device which begins ringing in order to help its owner locate the item.

Finance and Economic Club (FEC)
Faculty Adviser: Jasmin Foud, assistant professor of finance

New York Trip (October 26 - November 2, 2012)
FEC travelled to New York where they visited Morgan Stanley and Goldman Sachs Banks. The original plan of the trip included a visit to Washington DC to visit the World Bank, US Supreme Court, and IMF headquarters. Unfortunately, Hurricane Sandy created unsafe weather conditions, which prevented the student group from doing so. However, FEC members optimized their time by learning more about the American culture by visiting various New York City heritage and culture sites and events in Times Square and the theater district.

Delegates Recruitment (Initiated November 30, 2012)
Recruiting delegates from inside and outside of AUC to take part in sessions given by experts in the various fields provided. The four councils included treasury, investment, world trade and sovereign debt, and credit banking. Each council successfully demonstrated their mutual influence in a realistic economic atmosphere. During the three-day sessions students in each team made real-life case studies. The three top teams received awards.

Different (March 25, 2013)
Different is a joint Musicana and FEC project that demonstrates how “Finance meets Music”. A debate took place between Mohamed Omar, chair of EGX, and Yehia Obi El Waffa, economist of El Wastat Party moderated by Jasmin Foud, assistant professor of finance. In addition, Musicana’s talents demonstrated various forms of music, ranging from soft pop ballads, famous songs from musicals, melodic guitars and pianos, classical opera, and intense house beats. Finally, the conference was brought to a close with Hamza Namira.

Boston Trip (April 25 – May 2, 2013)
This was organized in cooperation with the School of Business Office of Student Services. (Details of the trip are mentioned earlier in this report).
International Conference on Global Economy (ICGE)
Faculty Adviser: Hamed Shamma ’99, ’02, assistant professor of marketing and British Petroleum Chair of Management

ICGE’13 Annual Soft Opening Ceremony (November 9, 2012)
ICGE conducted its annual soft opening, welcoming delegates to their first session preceding the conference.

Mawhebty (April 1, 2013)
As part of its social responsibility, ICGE hosted an orphan’s performance event titled “Mawhebty” featuring Abo w El Shabale, High on Body Fat, Hassan Ramzy, and Malak El Huiseyin. All income and proceeds were donated to an orphanage.

ICGE’13 Grand Opening Ceremony (April 9, 2013)
ICGE hosted its grand opening ceremony, inaugurating its thirteenth annual conference aimed at conveying to delegates the principles and foundations of governing a successful business.

ICGE’13 Conference (April 10 - 13, 2013)
ICGE conference featured lively and informative lectures, discussions and activities highlighting both the financial and marketing linkage. Effectively merging councils together, the event created a financial simulation that facilitated a general understanding of how the stock market works, as well as conducting a marketing plan and its campaign means.

Junior Enterprise Consulting (JE)
Faculty Adviser: Nizar Becheikh, assistant professor of strategy and innovation management

JE is a new chapter, whose main aim is to serve, to exercise and to improve the established theoretical framework. JE also acts as a service provider for entrepreneurs aiming to launch businesses, thereby putting the Egyptian economic position in a positive framework, given that small and medium enterprises are a growing backbone of the local and regional economy.

Volunteers in Action (VIA)
Faculty Adviser: Dina Rateb ’94, associate professor of management information systems

Events and projects held by Volunteers in Actions (VIA) this year included: preparation and distribution of 2,000 Ramadan packs; iftar-to-go campaign (distribution of hot meals on orphanages in Ramadan); Keswa campaign (distribution of new clothes to orphanages in Eid); Othaya campaign in Eid; three fun days and a sports day for orphans; Mahsumeya project; junior development project; preparing orphans brides for marriage; group wedding for four orphans brides held at AUC New Cairo. All events were financed by the organization’s members either through sponsors or donations collection.

The School of Business: Annual Report 2012 - 2013
"While Egypt, the Middle East and the entire world strive for young, well educated, innovative and ethical leaders, AUC School of Business provides graduates who are capable enough to induce impactful transformations not only within companies and corporations but also on societal and national levels. During my MBA experience, I was shaped by the academic environment in which the faculty’s insightful knowledge blends with the students’ entrepreneurial spirit to create solutions that can deal with uncertainty and market challenges, while maintaining the welfare of the society in focus. I was graduated with the skill set required to compete and excel within multinational institutions."

Samer Sarofim '13
Marketing PhD Student, The University of Kansas School of Business

MBA Exchange Program (Fall 2012)
MBA students Bishoy Gamal and Samer Sarofim spent the Fall 2012 semester abroad in George Washington University. Sarofim was invited to lecture to undergraduate students in the Business School in GWU as a guest speaker. He discussed the changes occurring in the branding and advertising strategies in Egypt after the Arab Spring. In addition, he was part of the winning team in the Boeing Defense advertising competition. They worked to conduct an advertising campaign to Boeing, which they presented to the company’s top executives. In Spring 2013, Faten Foda went on a semester abroad to Monterey Institute of International Studies.

Access MBA Events (December 5, 2012 and April 17, 2013)
The MBA Program participated in the Access MBA Events, where the program featured individual one-on-one meetings with students who were interested in joining the program.

John Molson MBA International Case Competition (January 6-11, 2013)
This year, the event had the greatest number of international competitors in the competition’s history. The AUC Team was represented by MBA students: Mohammed Shoaib, Ahmed Dabbish, Karim Tadros and Mohamed Ragab. They were coached by Kevin O’Connell, Professor of Practice and Willard W. Brown Chair of International Business Leadership, who also served as their faculty adviser and accompanied the team on the trip. The four students presented outstanding case solutions, and in the process they learned a great deal about solving business problems under pressure and communicating their ideas effectively. The competition was a topic covered by MBC in Dubai. They chose to highlight AUC’s participation in their programs by interviewing team members, emphasizing the fact that it was the first participation from an Arab team.
MBA Program ‘Corporate Social Responsibility’ Course in Conjunction with George Washington University (Spring 2013)
The course titled Sustainability: Perspectives and Practices, introduced emerging concepts of social entrepreneurship parallel to sustainability in a practical and interactive manner via online lectures delivered by professors from different parts of the world, bridging gaps between cultures. Additionally, the course featured a case-writing section in which students are expected to pursue their own case studies, enabling them to understand the inner workings of the presented business concepts and better grasp the theoretical framework. This was facilitated through the creation of cross-university student teams who conducted virtual meetings and worked via the web to produce a preliminary analysis of each case partner’s social entrepreneurship/sustainability program. Students later provided a presentation of their case studies and findings. An optional study tour to Washington, D.C. was the highlight of the course, which included visits to the World Bank, U.S. Chamber of Commerce, Office of the Deputy Mayor for Planning and Development, D.C. Central Kitchen and Operation Hope. Financial District. Students also attended lectures including “The Role of Governments in Small Business,” “The Power of Opinion,” “Young Doctor’s Project,” and “Social Impact Metrics,” in addition to a workshop on social business planning.

Executive Master of Business Administration Program Lunch (April 7, 2013)
Huseyin Avni Botsali, Ambassador of the Republic of Turkey was invited to a lunch with the Executive Master of Business Administration (EMBA) students, in line with EMBA program’s strategy to equip students with the vision and the exposure needed to develop business leaders that can face the globally changing business environment. Huseyin Avni Botsali, gave a lecture on Turkey’s culture and history, which have direct effect on its business practices. Students were able to understand the political challenges and international relations and their effect on business in Turkey with an emphasis on Turkish – Egyptian relations from historical perspective. EMBA students were engaged in a very dynamic discussion about different diversified and promising business environment in Turkey.

Business Graduate Association ‘Emotional Intelligence’ Seminar (June 8, 2013)
The newly established graduate student-run Business Graduate Association (BGA) hosted its first seminar titled “Emotional Intelligence for Leadership” delivered by Quest, one of the leading human development training companies in the Middle East and North African region. The motive of the seminar was to deliver a platform enabling participants to unleash potential leadership development, in a dynamic and informal setting. Furthermore, the daylong event served as a networking opportunity for attendees with business graduate students from different backgrounds. The day was a mix between lectures and games. Additionally, participants were given the Myers Briggs test for a well-rounded and accurate self-assessment for further development.

Department of Economics STATA Workshop (July 20 - 22, 2013)
Aiming to enhance capacity building among graduate students, the Department of Economics conducted a STATA training workshop. STATA has established itself as indispensable software, which researchers rely on for handling various statistical and econometrics analysis, especially related to micro data. Ali Rashid, who conducted the workshop, is an experienced senior data analyst and researcher at the Population Council. The workshop started with analyzing economic data through practical examples, followed by in-depth and detail specific data management issues, using the STATA program to facilitate its data computation towards achieving the desired results.
Executive Master of Business Administration Program Hong Kong Trip (August 2013)

Designed for experienced executives, the Executive Master of Business Administration (EMBA) program focuses on integrating innovation, entrepreneurship and leadership in management education. The program involves live-in weeks at the Kellogg School of Management in the United States and The Hong Kong University of Science and Technology, which allows participants to be immersed in an international setting.

EMBA students had the opportunity to explore Hong Kong’s business world. They met with top executives and visited world-class research centers in a region that Forbes has ranked as among the best places for business.

“The School of Business has made significant strides under the visionary leadership of Lisa Anderson as President and Sherif Kamel as Dean as well as the engagement and strategic guidance of the advisory board. With a faculty that’s been growing in number and distinction, coupled with the introduction of new and robust programming such as the Executive MBA, the school is very well poised to make a marked impact on the future of business and business education in Egypt and the region.”

Safwan M. Masri
Executive Vice President for Global Centers and Global Development, Columbia University
Member, Dean’s Strategic Advisory Board, School of Business, AUC
Datstream Workshop for Faculty Members (November 20, 2012)

CCFC, in partnership with Thomson Reuters, hosted the second Datstream Professional Workshop for faculty members. The workshop was held at CCFC Trading Room, and is designed to assist faculty using Datstream Professional to become familiar with accessing, using and understanding time series data, real time data, charting and dynamic reports. Datstream is a web-based comprehensive database that enables sophisticated analysis and mapping historical trends. The workshop was delivered by Dina Moustafa, equity client specialist at Thomson Reuters.

Excel Tips and Tricks Workshop (February 27, 2013)

CCFC in cooperation with Procter and Gamble (P&G) hosted a workshop titled “Excel Tips and Tricks.” The session was delivered by Amira Moussa, senior cost analyst, Procter and Gamble. The aim of the workshop was to provide undergraduate finance students with practical insights into producing efficient Excel sheets, and help them utilize Excel functions and formatting to conduct spreadsheet analysis. The workshop focused on demonstrating various shortcuts and methods to create an effective well understood excel sheet that helps students display projects with clarity and concise presentation methodology. More than 40 undergraduate students attended the session.

Thomson Reuters Certification Program (October 16 - 23, 2012), (November 13 - 20, 2012) and (March 12 - 19, 2013)

It has been seven years since the Reuters Certification Program was launched. Since then, it has developed into one of the most highly demanded certification programs among both students and faculty members. The program has been an integral component in some of the undergraduate and graduate finance courses. Three rounds were held, where participants were taught the main principles of using Thomson Reuters Eikon, one of the latest, most comprehensive and widely used financial databases. More than 50 participants attended the sessions delivered by Dina Moustafa, equity client specialist at Thomson Reuters.

Fundamentals of Technical Analysis (November 6 - December 11, 2012) and (March 12 - April 23, 2013)

This program has been jointly offered by CCFC and the Egyptian Society of Technical Analysts. The main objective of this program is exploring the latest trends in the technical analysis field and teaching participants crowd psychology, market trends, key technical analysis indicators and chart analysis. Two rounds were offered. The Spring 2013 round highlighted more technical analysis indicators with a trading simulation, an in-depth analysis of recent market trends and forecast of future market movements. A total of 36 participants, including students, faculty members and staff attended the program. The sessions were delivered by renowned market professionals. The course was delivered by Mohamed El Saeed, vice president and head of technical analysis department, HC Securities and Investments; Mohamed Ashraf head of technical analysis department, Dynamics Securities, and Abdel Rahman Metwalli, senior technical analyst, Pharos Securities Brokerage.

Fundamental of Technical Analysis
Advanced Corporate Financial Modeling (February 2 - June 8, 2013)

CCFC offered its annual round of the Advanced Corporate Financial Modeling. The program focused on providing participants with hands-on modeling experience via a step-by-step approach to construct full-scale financial models using MS Excel. Participants were given the opportunity to engage in developing their financial models coached and supervised by the program instructors. Finance professionals from leading institutions and corporations participated in the program. Participant institutions include Central bank of Egypt, Egyptian Gulf Bank, Arab African International Bank, Commercial International Bank, Ezz El Dekhila Steel, Intel, National Telecom Regulatory Authority, Planet Investment Banking, Bozz and Company, Beltone Financial, Deloitte Egypt, and Orascom Telecom Holding.

Thomson Reuters Eikon: A Newly Added Database

It is the latest addition to CCFC’s portfolio of databases, a one-stop database for all financial and economical data and news. Thomson Reuters Eikon is designed to help users conduct more powerful and specific searches, faster access and better answers to their queries. Thomson Reuters Eikon provides users with access to a powerful blend of financial data including; pricing, news, estimates, charts, fundamentals, and research.

Migration to Thomson Reuters Datastream Professional

As part of CCFC’s effort to improve the services offered to faculty members and researchers, this year witnessed the migration from Thomson Reuters Datastream Direct to an up-to-date version. Thomson Reuters Datastream Professional. The newly launched database integrates economic research and strategy with asset analysis and fundamental data in one integrated powerful application. In addition, Datastream Professional incorporates a wide range of global financial data with intuitive elaborate charting tools that serves both the users’ and researchers’ requests.

“At the School of Business, we foster a culture in which “impact” is the key measure of success of all activities we undertake. As a faculty member, we assess the impact of our teaching activities by how well students can combine the in-depth technical and theoretical knowledge they learn with an array of practical applications that help them apply and reflect on concepts in simulations of an actual work environment. In research, we aim to produce high quality research output that can help in the understanding of our regional markets and shape the future of business practices and policies. We all strive for one objective: to make a difference.”

Aliaa Bassiouny ’03, ’05
Assistant Professor of Finance
Director of the Master of Science in Finance Program
School of Business, AUC
EXECUTIVE EDUCATION
**MANAGEMENT CENTER (MC)**

**Business Advisory Program (October 8, 2012)**
The Management Center, in cooperation with the Small and Micro Enterprise Promotion Service (SMEPS) Yemen, conducted the first run of the Business Advisory program. The program took place in Egypt and was attended by a group of 23 SME consultants who were seeking to obtain thorough technical knowledge in the discipline under study.

**10th of Ramadan Awareness Seminar (October 31, 2012)**
MC conducted an awareness seminar for the Institute of Quality Management programs in 10th of Ramadan Industrial City. The seminar was attended by top management of all member companies.

**Improving Touristic Representation Services (November 3, 2012)**
MC completed a program that was tailored to the Egyptian Tourism Board and Ministry of Tourism. The scope of the program was to provide selected candidates from both organizations a professional certificate in ‘Improving Touristic Representation Services’. The program focused on enhancing and sharpening the skills of professionals working in the tourism industry to enable them to effectively represent Egypt abroad, as well as increasing the rate of tourism internally. The program was carried out over a period of six months for 23 staff members.

**Launch of New Diploma in Supply Chain Management (December 22, 2012)**
This diploma tackles the multiple dimensions of supply chain management and its integration with other main approaches. Supply chain and industry factors addressed included lean manufacturing, quality management, supplier relationship management and other related topics. It provides comprehensive knowledge of the entire supply chain and operations management.

**Habib Scientific Office Partnership (January 10, 2013)**
The scope of this agreement is to provide the company with a comprehensive Development Program for staff members that focus on the business needs of professionals working in the pharmaceutical industry in an ever-changing and competitive environment. The program is to be carried out over a period of one year for a number of 525 staff members from different departments and organizational levels.

**Launch of Badr El Din Petroleum Top Management Development Program (March 23, 2013)**
This affiliation is targeted to the design and implementation of Badr El Din Petroleum (BAPECO) Top Management Development Program for 60 Function Managers. The program objectives include general overview of leadership and the company’s main focus areas (safety and production); change management and how to deal with continuous improvement activities; building the next generation of talented leaders; integration to achieve results; planning and execution with excellence; importance of making speedy and effective decisions.
Memorandum of Understanding with Ain Shams Specialized Hospital (May 13, 2013)
Lisa Anderson, President of the American University in Cairo and Hussein Elssa, President of Ain Shams University, witnessed the signature of a Memorandum of Understanding between the Management Center and Ain Shams Specialized Hospital for joint cooperation in the area of Professional Development. Both parties are committed to enhance their value offering through knowledge and experience-sharing; and continuous improvement and commitment to the long-term success of one another.

Graduation of a New Run of “Corporate Finance and Investment” Program Tailored to the National Investment Bank (June 11, 2013)
MC celebrated the graduation of a new run of Corporate Finance and Investment program tailored to the National Investment Bank. The 150-hours program offered to 25 participants was designed to provide the most up-to-date knowledge in the field of corporate finance to enable the participants to take proper investment decisions. The program was offered in Arabic by a group of industry leading instructors, and was followed by a graduation desk, where participants were handed real-life cases to apply a full analysis prior to taking an investment decision.

Management Center Graduation Ceremony (June 23, 2013)
MC held its annual graduation ceremony for Class of 2012-2013, where this year about 1000 participants graduated from MC programs, and about 570 graduates attended the ceremony. Programs with the highest graduate numbers were the Postgraduate Diploma in Human Resources Management, Total Quality Management, Total Quality Management for Healthcare Reform, and Banking Credit and Risk Management. Prominent keynote speakers were Nael Fakhoury, regional manager, Egypt and North Africa, Google; and a video speech by Jack Phillips, president, ROI Institute, USA. The ceremony also included speeches by Amr Hendy, director, Management Center; and Mustafa El-Haddad, graduate of the Healthcare and Hospital Management Diploma.
EXECUTIVE EDUCATION

INTERNATIONAL EXECUTIVE EDUCATION INSTITUTE (IEEI)

OPEN ENROLLMENT PROGRAMS

Advanced Management - Managing Uncertainty (October 14 - 18, 2012) and (March 30 – April 4, 2013)

AUC School of Business was ranked 70th by the Financial Times (FT) in open enrollment executive education programs. The IEEI Advanced Management Program ‘Managing Uncertainty’ was presented to the FT ranking. The program was conducted by AUC faculty members and included an international business simulation program that put knowledge in perspective and application. The second round of the program (October 2012) discussed how to manage an organization through uncertain times. The third round (March/April 2013) included leadership and team management, people management, organizational change, decision making and risk management, marketing strategy, supply chain management and corporate governance.

“...”

Ahmed Samy
Chair, IWAN for Investment and Development
Member, Management Center Advisory Council, School of Business, AUC

The program was offered in partnership with The Logistics Institute Asia Pacific at the National University of Singapore. It aimed at emphasizing value creation for partners throughout the supply chain, and integrating logistics activities and strategies with other areas of corporate competency. Through a process orientation, the program provided a perspective on integrated logistics management that would be valuable for both users and suppliers of logistics services.

Executive Development Program - Leading Banks Post-Financial Crisis (April - May 2013)

The program was held in partnership with the Egyptian Banking Institute, Sabanci University Executive Development Unit, Moody’s Analytics, and European Bank for Reconstruction and Development. In its entirety, the program consisted of 14 training days offered in Cairo and Istanbul, and included interactive discussions, case studies, lectures and simulations. This is in addition to a visit to Istanbul Stock Exchange and meetings with senior bankers in Turkey.
CUSTOMIZED PROGRAMS

General Motors STAR Program (November 2012 - May 2013)
This program was comprised of four modules and was offered to General Motors North Africa top performers, which provided participants with the best management practices. The program was delivered by IIEI international partners: Rotterdam School of Management, INSEAD, as well as AUC School of Business faculty members.

Misr Insurance Strategic Planning (February 9, 2013 and March 9, 2013)
This was a one-day program offered in two rounds for 55 senior executives by Ayman Ismail, assistant professor and Abdul Latif Jameel Endowed Chair of Entrepreneurship, School of Business, AUC.
Franke Kitchen Systems Egypt - Successful Leadership in Challenging Times (March - June, 2013)
This seven module program was designed to enhance successful leadership with an emphasis on strategic leadership in challenging times.

FORUMS

How to Help Employees “Get” Strategy? (April 9, 2013)
Charals Galunic, professor of organization behavior and the AVWA Chaired Professor in Leadership and Responsibility, INSEAD, France, delivered the lecture to General Motors Club members.

Measuring the Performance of Your Business: Do You Have the Right Benchmarks? (June 26, 2013)
Gabriel Hawawini, Henry Grunfeld Chaired Professor of Investment Banking, Professor of Finance and Former Dean, INSEAD, France and Singapore, and member of AUC School of Business Dean’s Strategic Advisory Board delivered the lecture to a distinguished group of leaders and senior executives.
SECTOR ACADEMIES

Real Estate Academy
The Real Estate Academy was launched in February 2010 as a partnership between IEEI, School of Business, AUC, Department of Real Estate Studies, National University of Singapore, and DMG Mountain View.

The Real Estate Executive Development Program (February - April 2013)
The program is designed to provide participants with a good understanding of the principles and practice of real estate planning, development, marketing, valuation, finance, economics, and management. The course materials are designed to equip participants with useful practical tools for effective real estate-related decision-making and functions, and for identifying potential opportunities in real estate. Throughout the period of study, participants are divided into competing groups to develop a multidimensional real estate project where they apply learned techniques and methodologies. A jury comprised of experts in real estate development evaluates the submitted projects and nominates the winning team. Participants received a joint certificate from IEEI and the National University of Singapore upon completion of the program. As part of the program, a Singapore study tour was held in April 2013, where participants visited a number of sites.

Retail and Customer Service Academy
The Retail and Customer Service Academy was launched in March 2012 as a partnership between IEEI, School of Business, AUC and Emaar Mita.

Retail Dynamic Forum (April 2, 2013)
This was Egypt’s first international forum on retail, which took place at Emaar Up-Town Cairo Clubhouse and was attended by more than 150 professionals and top executives from retail and shopping mall management, as well as real estate sectors. The forum hosted Carl Rohde, professor of trend watching and innovation at Fortys Universities, the Netherlands. Rohde presented the latest international and innovative trends in retail, and shed light on the most effective techniques in marketing using virtual techniques and social media. The presentation was followed by an interactive panel discussion on opportunities and challenges facing the retail sector in Egypt. The panelists were Mahmoud Kattab, chair of B.Tech.; Essam Hafez, country manager of Acadea; Ahmed El Naggar, vice chair and chief executive officer of Nile Projects; and Ercan Gedik, business development manager of Defacto, the Turkish fashion retailer expanding in Egypt and the Arab Region. The panel was moderated by Mohamed Galal, chair of Tasweeq for Shopping Malls, and executive board member of The Middle East Council of shopping Centers.
Logistics Academy

The Logistics Academy was launched in June 2013 as a partnership between IIEI, School of Business, AUC and EGYTRANS.

Launch and Forum (June 3, 2013)

IIEI launched the Logistics Academy in partnership with EGYTRANS. The launch event included a one-day forum on Logistics Clusters, clarifying the role of the private sector, business organizations, academia and regulatory bodies, and the success of a cluster. The forum also addressed the challenges and rewards of applying the concept in Egypt.”

It has been a privilege to witness a number of activities at AUC School of Business and its well-balanced mixture and interlinked solid academic research and extensive practical education. Being a member of IIEI Logistics Academy steering committee, I observed a smart strategy of establishing entrepreneurship and innovation foundations and devising technology in teaching methodologies. The School of Business’ executive education capacity and its market engagement methods adds value to business communities and pave the road towards Cloud Education.

Attending forums performed by the school, I noticed that faculty members, council members, staff, students, and experts are all on one board, tuned to the same wavelength. Those remarkable events were conducted under a very smart leadership and distinguished management qualities, the dean Dr. Sherif Kamel.

A huge business transformation is folding out in the forthcoming years. Contributing to the next development wave in Egypt, the school shall achieve more constructive impact on business and management communities on the three dimensions: academic, executive, and innovative.

Alaa Fahmy
Egypt’s Former Minister of Transport
ENTREPRENEURSHIP AND INNOVATION PROGRAM (EIP)

Global Entrepreneurship Week (November 2012)
EIP hosted several events under the umbrella of the Global Entrepreneurship Week, including:


John Danner, Senior Fellow of The Lester Center for Entrepreneurship at UC Berkeley’s Haas School of Business delivered a full day seminar titled “Teaching entrepreneurship” to faculty members from different universities in addition to moderating a session titled “Venture Capital in Egypt”.

Fekrety competition winners were offered “Effective Communication and Human Relations” training by Dale Carnegie.

The “Celebration of Egypt’s Young Innovators, Economic Growth through Innovation” by Nahdet El Mahrous.

EIP in collaboration with Injaz organized The Boot Camp, a three-day training program. Speakers included young entrepreneurs: Yehya, co-founder Bey2Olak.com, Mustafa Hemdan, founder and chief executive officer of reciclobekia, top business executives: Shehab El Hawawie, chief executive officer of Giza systems and Ashraf Alhahib, senior manager at PwC, social entrepreneur: Maha Helaly, founder of Advance. Sherif Makhfoud, founder of Jumia, a web based market, delivered a training session on how to start an online business, and how to market for a new business.

EIP also cooperated with Injaz in a project titled “The Startup Egypt: Sixth Annual Egypt’s Young Entrepreneur Competition 2012.” Over 200 students from seven universities nationwide gathered to present their ideas and plans to a panel of esteemed judges in hopes of winning 60,000 LE each in seed funding and incubation for their projects.

Workshop on Social Business Entrepreneurship (January 22, 2013)
EIP held the workshop in partnership with the Social Business Academy initiative, Vienna, Austria, which was led by Mark Thornton, creator and chief executive officer, Business for the Planet B4P, also the best-selling author of Meditation in a New York Minute.

The Entrepreneurship Development Program for Fiat 6 teams took place, including 10 two-hour sessions delivered by AUC faculty members and mentors during the incubation period.
“In the midst of these unpredictable days, The American University of Cairo’s School of Business is a foundation stone of one of the most important trends in Egypt and around the world – entrepreneurship. No one has a crystal ball for the coming years, but this we know with abundant certainty: a lot more people – millions more in Egypt and beyond – will have a lot more technology in their hands. This means anyone has tools to create their futures. Building leaders ready for this is at the heart of AUC’s innovative programs and resources. Collectively they are building a new Egypt, region and world.”

Christopher M. Schroeder
Internet Executive and Investor;
Author, Startup Rising: The Entrepreneurial Revolution
Remaking the Middle East
Member, Dean’s Strategic Advisory Board, School of Business, AUC
Workshop on Social Business Entrepreneurship (January 22, 2013)
EIP held the workshop in partnership with the Social Business Academy initiative, Vienna, Austria, which was led by Mark Thornton, creator and chief executive officer, Business for the Planet B4P, also the best-selling author of Meditation in a New York Minute.

Injaz (January – May 2013)
EIP in cooperation with Injaz co-organized a number of events and competitions at AUC New Cairo Campus with the aim of promoting Entrepreneurship. Four full day training sessions targeted various topics including understanding the importance of digital marketing and setting up strategies for business startups, getting entrepreneurs familiar with different types of presentations, organizational and structural tips, main tips for making an effective concise presentation, development of presentation skills, and how to manage time and stress while presenting. This is in addition to the annual Startup Competition held on May 9, 2013, in partnership with Injaz and Mobinil, where over 150 participating students from eight different universities across Egypt came together to present their entrepreneurial projects to a panel of esteemed judges in hopes of winning a minimum of 50,000 Egyptian Pounds each towards seed funding and incubation for winning projects. 21 teams united under one roof and 12 teams came out as winners. 10 teams won the Silver Award, one team won the Gold Award and one team received the Platinum Award for the “Most Outstanding Company” with a winning prize of 100,000 L.E. Participating companies included Mobinil, ExxonMobil, HSBC, Americana, Giza Systems, PepsiCo, PwC, and TrIOcean.

Entrepreneurship Development Training (EDP) for Flat 6 Labs - Cycle Four and Five (February 2-7, 2013 and June 2-6, 2013)
EIP held two runs for the Entrepreneurship Development Training (EDP) as well as the 15 AUC Venture Challenge semi-finalists. The goal of the EDP is to provide entrepreneurs incubated in Flat 6 Labs and AUC Venture Challenge semi-finalists with an accelerated program to develop their management skills as they are working on their startup ventures, building their prototypes, and developing their business plans. It also serves to equip teams and enrich their knowledge with necessary information and tools needed for entrepreneurs ready to launch their businesses. The program includes 10 2-hour sessions delivered by distinguished AUC School of Business faculty members and industry experts.

Endeavor Local Selection Panel (April 1, 2013)
EIP co-organized the Endeavor Egypt’s 12th Local Selection Panel, where four high impact entrepreneurs were selected to continue through the Endeavor Process. The entrepreneurs were chosen by the panel held on the same day. Panelists included Khaleed Ismail, chair of Endeavor Egypt, and member of AUC School of Business Dean’s Strategic Advisory Board, Ayman Ismail, assistant professor, and Abdal Latif Jameel Chair of Entrepreneurship, AUC Business School; Tarek Mansour, partner, PwC and Marianne Hesni, chief financial officer of Hesni Group. The event had more than 15 observers. Many student volunteers participated in the event from AUC and Cairo University.
“AUC School of Business has been a key participant in the growth and nurturing of the entrepreneurial ecosystem in Egypt. The increased emphasis over the past years on entrepreneurial education, the outreach programs and the creation of the venture lab have all been major factors in the advancement of entrepreneurship and startups. I am looking forward to a fantastic year of cooperation between FuturLabs and all other participants in the ecosystem with AUC School of Business.

Ahmed El Alfi  
Founder and Chair, Sawari Ventures  
Member, Dean’s Strategic Advisory Board, School of Business, AUC
“A true lesson on leadership has been presented by the School of Business during the last three years. They had a vision “creating an entrepreneurial ecosystem”, they persistently promoted the vision, brought most of the entrepreneurial ecosystem influencers on board through different programs, attracted an outstanding team to manage the programs and engaged students, young entrepreneurs, experienced ones, academic institutes and the community at large in the realization of the vision. Congratulations to Dr. Sherif Kamel, Dr. Ayman Ismail and their team for a job well done.”

Ahmed El Daly
Chief Executive Officer, Dale Carnegie Training
Member, Entrepreneurship and Innovation Program Council, School of Business, AUC

EIP Council Meeting (April 4, 2013)
“I have always been proud of being an AUC Alumni and wished to pay back AUC. My engagement with the School of Business as a member in its EIP Council, not only has fulfilled such a wish, but also has satisfied a lifelong passion in working closely with the youth and exchanging knowledge and expertise with them. The role the School of Business is playing in shaping the business practices and environment in Egypt and the Middle East is much appreciated. I wish all the best to the school’s staff and students.”

Hossam Heba ’87
Managing Director, Orbus Capital & Investment
Member, Entrepreneurship and Innovation Program Council, School of Business, AUC.

MakeSense Event (April 8, 2013)
MakeSense is a well-known global network of enthusiasts supporting grassroots initiatives regarding social entrepreneurship, based in 45 cities nationwide. The event identifies challenges and obstacles facing local communities and designs interactive workshops with the help of local community members to solve these challenges. The event started with two MakeSense Mediterranean backpackers, Leila Roumani and Yomna Nassar, giving a briefing about their tour that lasted till end of August 2013. This was followed by two workshops for educational projects Naham and Educate Me. Each project was supported by around 15 participants and worked towards developing creative solutions for alternative revenue streams and incentives for crowd teaching challenges.

KarmSolar Products Launch (May 22, 2013)
KarmSolar, an incubated company at AUC V-Lab, launched two of its first solar energy products at the event held in cooperation with EIP at AUC New Cairo. KarmSolar was showcasing their first solar water pumping solution that has been implemented in a farm in Bahanyia. The first product is the off grid high capacity solar water pumping, and the second product is solar buildings.

Baris Aksoy, Regional Director, Intel Capital (May 29, 2013)
EIP, in cooperation with Intel, organized a talk at AUC New Cairo delivered by Istanbul-based regional director of Intel Capital Baris Aksoy. In an interactive session attended by AUC students, start-up companies and leading accelerators in Egypt, Aksoy outlined Intel Capital’s strategic investment priorities around the world, global reach, key trends and new opportunities.
“It’s been both an honor and a pleasure to participate and get involved in the School of Business activities during the past period. Each and every meeting and event had a different flavor, yet, the positive energy produced was always remarkable. The amount of professionalism, effort and dedication of Dr. Sherif Kamel and all the team is a true contribution to AUC at large and sets an example for how high standard business schools should positively affect their community. Having innovation, creativity and entrepreneurship in the center of attention of the School of Business activities can simply result in a better life for everybody. I truly thank all the members of the team and wish them the best of luck in their endeavors.”

Amr Aboualam
Chair, LOTUS Management Member, Entrepreneurship and Innovation Program Council, School of Business, AUC

Venture Lab Challenge (April - September 2013)

EP in cooperation with Intel, announced the inaugural Venture Lab Challenge in April 2013, which aimed to recruit the most innovative and talented teams and fast track the winning companies to the newly created business incubator – AUC Venture Lab. Winners are fast tracked to the Intel Business Challenge Middle East & North Africa 2013 Finals in Abu Dhabi. Semi-finalists completed their prototype and received full week training in the Entrepreneurship Development Program by AUC faculty members. They also received several key mentoring sessions by Nader Iskander, chief executive officer, EME international and Jilan Mohi El Dien, marketing adviser, Business Management Essentials™ Program, an Edexcel DTEC and Pearson Diploma and Karim Hussien, angel investor and chief executive officer for De-Kemia. Semi-finalists also competed for prizes, and acquired the needed exposure to launch successful businesses. At the end of the competition, teams had an opportunity to pitch and present their products to potential investors and key industry experts.

Launch of AUC Venture Lab (V-Lab) and Announcement of the Winners of the V-Lab Challenge (June 26, 2013)

EP launched AUC V-Lab, which will enable start-ups to capitalize on AUC’s world-class facilities and knowledge base, connecting innovative start-ups with AUC’s alumni network, and fostering a thriving ecosystem of innovation, education and business. The mission of the AUC V-Lab is to commercialize technologies and innovations developed by Egypt-based start-ups into commercially viable ventures. The AUC V-Lab companies will contribute to economic growth and job creation. These teams represent the first incubation wave for the V-Lab, which is the first university-based incubator in Egypt. V-Lab is hosted at EP at AUC School of Business. Incubation services include seed funding, shared working space at AUC New Cairo campus, business training by AUC faculty members, access to campus resources and university’s global network of academics, mentors and investors. The V-Lab Challenge winners will join D-Nimia and KarmSolar, which were a part of the pilot wave of the V-Lab incubator and have long-standing partnerships with AUC.
Education is the cornerstone of every individual’s skill set. The right education can enable that person to reach his innate potential. The right education in the best environment can empower that individual to not only excel as a person, but to gain the skills and confidence needed to be a leader and valued contributor to society. Never more than now has the world, and Egypt in particular, needed such young, dynamic goal-oriented people. Starting with grassroots projects in entrepreneurship is a fantastic way to build on a student’s education. AUC School of Business’ commitment to inspiring young people to take risks, supporting them in their desire to make their dreams a reality and mentoring them in starting and building their own companies will be an invaluable asset to the student, the economy and to the society for years to come.”

Hasan Abdou
Founding Partner, Macat International
Member, Dean’s Strategic Advisory Board, School of Business, AUC
Established in 2008, the Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program at the American University in Cairo serves women entrepreneurs in the Arab region, and is funded by the Goldman Sachs Foundation as part of their five-year commitment to provide 10,000 women around the world with a business and management education. The 10,000 Women program at AUC, in partnership with the Wharton School of the University of Pennsylvania, has the mission of 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 over 300 entrepreneurs. An additional 70 women are currently enrolled in the program and will graduate in early 2014.

Enrollment and Graduation of Year Four Program Cohorts (September 2012 - February 2013)
The past year witnessed the successful completion and graduation of two cohorts as part of the fourth year of the 10,000 Women program, which featured a total of 68 entrepreneurs from Cairo and several governorates. Cohort eight commenced in September 2012 and concluded in November 2012, and included 35 participants. Cohort nine started at the end of November 2012 and was completed in February 2013, and included a total of 33 participants. Each cohort was concluded with a graduation and fair event where participants displayed their products/services to the public.

Selection and Recruitment Process for Year Five Cohorts (March - June 2013)
The program initiated and successfully completed a rigorous selection and recruitment process for two new cohorts (cohorts 10 and 11), which commenced in September 2013. Over 300 applications were received and the process resulted in the selection of more than 70 promising candidates, the owners of small businesses with strong growth potential. The selected candidates represented Cairo and several of Egypt’s governorates. The women’s businesses cover a variety of sectors, including agriculture, construction and transportation, medical services and supplies, manufacturing, marketing and advertising.

Wrap Around Services (on-going)
10,000 Women program offers business support services to program alumni year round. This includes business advising, workshops and networking events. Over the past year, the program continued to provide targeted business advising for a select group of high potential graduates, providing them with consulting, coaching, and mentoring services in key areas of need. In addition to business advising, graduates were offered events tailored to their needs. Two workshops on communication and leadership skills were offered during the past year, and an additional networking event focused on team building. These events are well attended with participation from over 120 program alumni.

WEL Graduate
In October 2012, 10,000 Women graduate, Sayeda El Kot, who operates a commercial cleaning business in Cairo, was selected to attend and speak at the AUC Gala dinner in New York City. Sayeda grew her businesses significantly post 10,000 Women program, adding more jobs to her company, and is considered to be among the program’s top on-going graduates.
Events

BROWNBAG FACULTY SEMINAR SERIES

“I Know, Therefore I Make More Money: Information Asymmetry and Trading Performance in an Emerging Stock Exchange” (March 12, 2013)
Alia Bassiouney ’03, ’05, assistant professor of finance, School of Business, AUC

“Examining Egypt’s Reputation After the Revolution” (April 9, 2013)
Hamed Shamma ’91, ’02, assistant professor of marketing, British Petroleum Chair of Management, School of Business, AUC

“Egypt’s Industrial Policy” (April 23, 2013)
Amira El Haddb, assistant professor of economics, School of Business, AUC

“Fair Value Reporting, Information Environment and Stock Price Synchronicity” (May 12, 2013)
Mohamed El Bannan, associate professor of accounting, School of Business, AUC

TRANSFORMING EGYPT SEMINAR SERIES

Islamic Finance: Potentials and Challenges in Egypt (November 12, 2012)
Panelists: Mahmoud El-Gamal, leading academic and economist in the field of Islamic economics and chaired professor of Islamic economics at Rice University, Texas; Clement Henry, chair, Department of Political Science, School of Humanities and Social Sciences, AUC and professor emeritus at the University of Texas at Austin; Mostafa Al-Jarhi, Islamic economist and professor. Panel chair: Ahmed Kamaly, chair, Department of Economics, School of Business, AUC. Moderator: Mohamed El-Komi, assistant professor, Department of Economics, School of Business, AUC.

“Equitable Development of the People, for the People: Options for Egypt” (March 4, 2013)
Guoda Abdel-Khalik, professor of economics, Cairo University and former minister of social solidarity.

“Examining Egypt’s Reputation After the Revolution” (April 9, 2013)
Hamed Shamma ’91, ’02, assistant professor of marketing, British Petroleum Chair of Management, School of Business, AUC

“Egypt’s Industrial Policy” (April 23, 2013)
Amira El Haddb, assistant professor of economics, School of Business, AUC

“Fair Value Reporting, Information Environment and Stock Price Synchronicity” (May 12, 2013)
Mohamed El Bannan, associate professor of accounting, School of Business, AUC
Austerity to Prosperity: Tax Reform and the Economic Road Map of the New Egypt (April 3, 2013)
Amr El Monayer, partner, international tax services, PricewaterhouseCoopers (PwC)

“Population Increase in Egypt: Grant or Ordeal?” (April 7, 2013)
Magued Osman, president, Baseera Egyptian Center for Public Opinion Research, Tarek Shaalan, adviser to the minister of planning.

“And Egypt’s Fiscal Crisis: What are the Alternatives?” (April 22, 2013)
Mahmoud Elkhalf, senior economics affairs officer and coordinator for assistance to the Palestinian people, Division on Globalization and Development Strategies, United Nations Conference Trade and Development.

**EKNE3NEY SHOKRAN DEBATE**

**Ekne3ney Shokran Second Economic Debate**
Motion: Egypt Should Borrow from the International Monetary Fund (October 17, 2012)

**Ekne3ney Shokran Fourth Economic Debate**
Motion: “Sukuk is the Vehicle to Develop Egypt” (April 3, 2013)
For the motion: Reda El Meghawry, president, Islamic Economic Center and member, Sharia Supervisory Board; Mohamed Hashem Rashwan, assistant professor, Institute for Islamic World Studies, Zayed University. Against the motion: Hany Sarei Eldin, former head, Capital Market Authority and head, Economic Committee, Dostour Party; Ahmed Ozalpe, cofounder and partner, Akmar Capital. Moderator: Ahmed Ezzat, cofounder of Ekne3ney Shokran.
Faculty Awards

FACULTY EXCELLENCE AWARDS

Excellence in Teaching
Mohamad Al-Tissi
Assistant Professor, Department of Economics

Excellence in Research
Nagla Rizk ‘83, ‘87
Associate Professor, Department of Economics

Excellence in Academic Service
Ayman Ismail ‘95, ‘97
Assistant Professor, Department of Management, and Abdul Latif Ismail
Chair of Entrepreneurship

Adjunct Faculty Excellence in Teaching
Sherine Al Ashrafy ‘92, ‘96
Teaching Associate, Department of Economics

FACULTY APPRECIATION AWARDS

Hazem Yassin
Head of Accounting Department, October University for Modern Science and Arts (MSA), Former Professor, Department of Accounting, School of Business, The American University in Cairo

Ibrahim Hegazy
Associate Professor of Marketing, Marketing Unit Head, Department of Management, School of Business, The American University in Cairo

FACULTY RESEARCH DEVELOPMENT FUND AWARDS

Published articles in ranked A journals
• Aliaa Bassiony ‘03, ‘05, assistant professor of finance and director of the Master of Science in Finance (MSF) Program
• Mohamed El Komi, assistant professor of economics
• Ekkandar Tooma ‘98, associate professor of finance and director, Citadel Capital Financial Services Center (CCFC), chair of Abraaj Group Professorship

Published articles in ranked B journals:
• Ali Awini, associate professor of practice of operations management
• Mohamed Bouaddi, assistant professor of economics
• Maha Mourad ‘95, ‘99, assistant professor of marketing
• Mona Said, professor of economics
• Hamed Samaha, associate professor of accounting
• Tarek Selim, professor of economics
• Hamed Shamma ‘99, ’02, assistant professor of marketing, British Petroleum Chair of Management

School of Business Spring 2013 Undergraduate Honors Assembly (May 16, 2013)

School of Business Fall Undergraduate Honors Assembly (December 13, 2012)

School of Business Graduate Honors Assembly (May 20, 2013)

School of Business Retreat, Ain Sokhna (April 5-6, 2013)
SCHOOL OF BUSINESS RECOGNITION AWARD FOR LEADERSHIP, DEDICATION AND SERVICE

Sherif Kamel ’87, ’90, ’13
Dean of the School of Business

On behalf of faculty members and staff, at School of Business Retreat, Ain Sokhna (April 6, 2013)

BEST PAPER AWARD IN INSTITUTIONAL ECONOMICS STUDIES, TITLED: “POLITICAL PATRONAGE AND ECONOMIC OPPORTUNITY: THE CASE OF VERTICAL INTEGRATION IN THE EGYPTIAN CLOTHING INDUSTRY.”

Amirah El-Haddad
Visiting Associate Professor, Department of Economics

The Economic Research Forum’s 19th Annual Conference, Kuwait (March 2013)

AUC DISTINGUISHED ALUMNI AWARD 2013

Ahmed Tolba ’97, ’01
Associate Professor of Marketing and Director of El-Khazindar Business Research and Case Center (KCC)

Alumni Awards Ceremony, hosted by the Office of Alumni and Trustee Affairs

PRESIDENT’S CATALYST FOR CHANGE AWARD (2012-2013)

Winning Team, Staff and Faculty Members on the Special Commission on Conduct, Including Sherif Kamel, Dean of the School of Business

The final AUC Forum of the year
Promotion and Tenure

The school celebrated the promotion and tenure of the following faculty members:

Ahmed Abdel-Meguid, assistant professor of accounting
Promoted to the rank of associate professor and tenured

Abeer Elshennawy, assistant professor of economics
Promoted to the rank of associate professor and tenured

Nagla Rizk, associate professor of economics
Promoted to the rank of full professor

Hamed Shamma, assistant professor of marketing
Promoted to the rank of associate professor and tenured

FACULTY DEVELOPMENT

Institutional Development Division of the School of Business supports realizing the school’s strategic goal to Recruit, Retain and Develop Highly Qualified Faculty and Promoting Excellence in Teaching by availing different development opportunities for faculty members, internally and externally, through the Faculty Teaching Development Fund.

During 2012-2013, Ahmed Abdel-Meguid, assistant professor of accounting and Dalia Eleldeh, assistant professor of economics, attended three modules in the One Planet MBA at Exeter University: Governance and Ethics in Business, Integrated Accounting and Economics for a Sustainable World.

Faculty members at the School of Business have been regularly participating in CEEMAN International Management Teachers Academy. Developing a new generation of management educators for a new generation of business leaders. IMTA is an intensive and highly interactive two-week program with a well-balanced focus on general and discipline-specific aspects of management education. The program was attended by Amr Badr Eldin, associate professor of management of information systems, in June 2013.
Ahmed Abdel-Meguid
Assistant Professor of Accounting

*Refereed Journal Articles*

Angie Abdelzaher
Assistant Professor of Accounting

*Refereed Journal Articles*

Neveen Ahmed
Assistant Professor of Finance

*Refereed Journal Articles*

Ali Awni
Associate Professor of Practice of Operations Management

*Refereed Journal Articles*

*Book Chapters*

*Published Case Studies*

*Non-Refereed (Invited) Journal/Magazine Articles*
Islam Azzam
Associate Professor of Finance

Refereed Journal Articles

Aliaa Bassiouny '03, '05
Assistant Professor of Finance; Director of MSF Program

Refereed Journal Articles

Nizar Becheikh
Assistant Professor of Strategy and Innovation Management

Refereed Journal Articles

Refereed Conference Proceedings

Research Report

Non-Refereed (Invited) Journal/Magazine Articles
Mohamed Bouaddi
Assistant Professor of Economics

Refereed Journal Articles

Khaled Dahawy ‘90
Professor and Chair, Department of Accounting, Director of MBA Programs

Refereed Journal Articles

Refereed Conference Proceedings

Books and Monographs
"Accounting major at AUC provided me with a cutting edge experience that was challenging and intellectually rewarding. We are lucky to have Professors who share with us real-life cases and their own papers in addition to the academic material. It’s as if we are gaining a glimpse into the laboratory of Social Science."

Menna Nabil Arafa’10
Assistant, Department of Accounting, School of Business, AUC

Mohamed EIBannan
Associate Professor of Accounting

Referred Journal Articles

Referred Conference Proceedings

Books and Monographs
Mohamed El-Komi
Assistant Professor of Economics

Refereed Journal Articles

Sherif EI-Rakabawy
Visiting Assistant Professor of Management of Information Systems

Non-Refereed (Invited) Journal/Magazine Articles

Abeer Elshennawy ’92
Assistant Professor of Economics

Refereed Journal Articles
http://www.econmodels.com/upload7281/c95a8999a3381304896b437c6bfa.doc

Omar Farooq
Associate Professor of Finance

Refereed Journal Articles
Journal of Business Governance and Ethics, 8(1), pp. 1-17.
Tarek Hatem  
Professor of Management

Refereed Journal Articles

Refereed Journal Articles


Books and Monographs

Mohamed Hegazy  
Professor of Accounting

Refereed Journal Articles


Books and Monographs

Conference Proceedings


Sample of Technical Reports

Hegazy, M. (2012). Valuation Study of the assets and liabilities of Cyrene Company for Development and Investments. The study was prepared to determine the fair value per share of the company.

Hegazy, M. (2012). Due diligence Study of Infinity Limited Company. The study was prepared for the assessment of the actual company’s results and financial statements aiming at preparing the company for future IPO.

Ayun Ismail ’95, ’97
Assistant Professor of Management; Abdul Latif Jameel Endowed Chair of Entrepreneurship

Refereed Conference Proceedings


Ahmed Kamaly '91, '95  
Associate Professor and Chair of the Department of Economics

Refereed Journal Articles

Book Chapter

Sherif Kamel '87, '90, '13  
Dean, School of Business

Refereed Journal Articles

Refereed Conference Proceedings

Maha Mourad '95, '99  
Assistant Professor of Marketing

Refereed Journal Articles

Editorial Notes

Refereed Conference Proceedings

Non-Refereed (Invited) Journal/Magazine Articles

Book Chapters
Dina Rateb ’84
Associate Professor of Management Information Systems, Director of Business Computer Center

Referred Journal Articles

Referred Conference Proceedings

Nagla Rizk ’83, ’87
Associate Dean for Graduate Studies and Research, Founding Director of Access to Knowledge for Development Center, Associate Professor of Economics

Referred Journal Articles

Book Chapters
Mona Said ’89, ’91
Associate Professor of Economics

Refereed Journal Articles

Refereed Book Chapters

Published Research Reports

Ahmed Sallam
Visiting Associate Professor of Management

Books and Monographs
Refereed Journal Articles

Refereed Conference Proceedings

Books and Monographs

Non-Refereed (Invited) Magazine/Journal Articles

Sample of Technical Reports
Samaha, K. (2013). Strengths and Weaknesses of the Financial and Tax performance for the year ending 2012 of the Transport IT Development Company (TRANS IT) – A Subsidiary of the Egyptian National Railways (ENR), Report was presented to the Ministry of Transport (MOT), (In Arabic).
Samaha, K. (2013). Strengths and Weaknesses of the Financial and Tax performance for the year ending 2012 of the Egyptian Railway Medical CO. (ERMED) – A Subsidiary of the Egyptian National Railways (ENR), Report was presented to the Ministry of Transport (MOT), (In Arabic).
Hamed Shamma ’98, ’02
Assistant Professor of Marketing and British Petroleum Chair of Management

Referred Journal Articles


Referred Conference Proceedings


Book Chapters

Books and Monographs

Illustrative Cases in Textbooks
Published in Global Marketing, Global Edition, by Tamer Cavusgil, Pearson, 2013:
- Shamma, H. and Sourour, Y. “Qatar Welcomes New Foreign Investment to Replace India's Transition to a Liberal Economy”
- Shamma, H. and Hassanen, M. “Emar Properties: Entry to the Egyptian Market”
- Shamma, H. and Hassanen, M. “Etsialat Egypt: Attracting and Maintaining the Best Employees”

Published in Principles of Marketing, Global Edition, by Gary Armstrong and Philip Kotler, Pearson 2013:
- Shamma, H. and Ashmawy, D. “Vodafone’s Customer Relationship Management”
- Shamma, H. and Fadly, R. “KarmSolar – Building Partnerships: Providing Cheap Sustainable Solutions”
- Shamma, H. and Fadly, R. “Leader Price”
- Shamma, H. and Saleh, L. “Toyota Japan: The Customer Always Comes First”
- Shamma, H. and Ashmawy, D. “Abu Shakra Restaurant: Customer Value: The Old Fashioned Way”
Tarek Selim ’92, ’95
Professor of Economics

Refereed Journal Article

Book Review

Refereed Conference Proceedings

Non-Refereed (Invited) Journal Article/Magazines

Ahmed Tolba ’97, ’01
Associate Professor of Marketing, Director of El-Khazindar Business Research and Case Center

Refereed Journal Articles:

Non-Refereed/Invited Articles in Journal Articles/Magazines
Eskandar Tooma ‘98
Associate Professor of Finance, Director of Citadel Capital Financial Services Center, Chair of Abraaj Group Professorship

Refereed Journal Articles

Samir Youssef
Professor of Management and International Business

Refereed Conference Proceedings

Lina Nada ‘99
Assistant to Dean, School of Business, AUC

“I have been with the School of Business for almost seven years in which I have witnessed many developments taking place. Each day brings new opportunities and challenges. As a staff member, graduate student and an alumnus, I become more attached to the school and AUC as each day passes. Working and studying here has had a great impact on my life both professionally and personally. I am always proud to be a part of the school.”
The Access to Knowledge for Development Center (A2K4D) is a founding member of the Access to Knowledge Global Academy (AKGA), together with partners from Brazil, India, China and the United States.

Nagham El Houssamy, Open A.I.R. North Africa Hub coordinator, presented the experience of A2K4D as the Open A.I.R. North African hub. El Houssamy discussed collaborations, trainings, and capacity building activities of A2K4D, in addition to means to extend and disseminate knowledge on Intellectual Property related issues, as well as methods to ensure future curriculum development.

“Structural Changes and Tipping Points in Egypt” (December 6, 2012)
This lecture was delivered during a symposium at Harvard Law School and set out to discuss “Internet-driven Developments: Structural Changes and Tipping Points.” The symposium was co-hosted by the Humboldt Institute for Internet & Society in Berlin, the Centre for Internet and Society Bangalore, the Center for Technology & Society at the Fundação Getulio Vargas (FGV) Law School, KEIO University SFC, the MIT Media Lab and its Center for Civic Media, the NEA Center for Internet & Society, and the Berkman Center for Internet and Society. Nagla Rick, founding director of the Access to Knowledge for Development Center (A2K4D), delivered a talk discussing what she perceived to be structural shifts (in a plethora of fields: economic, educational etc) promoted by the Internet.

International Development Research Centre’s Information and Networks Partners’ Meeting, Rio de Janeiro, Brazil, (December 11-13, 2012)
A2K4D was invited to attend a meeting hosted by the International Development Research Center with the purpose of discussing a set of different topics with great emphasis on the Networked Landscape in the South, as well as open governance and rights. Rick gave a talk about the center’s recent research activities on “the Role of the Internet and New Media in the Protests in the Middle East and North Africa.”

Global Congress on Intellectual Property and the Public Interest, Fundacao Getulio Vargas Law School, Rio de Janeiro, Brazil, (December 15-17, 2012)
A2K4D team participated in the Global Congress on Intellectual Property and the Public Interest. The conference was hosted by the Fundacao Getulio Vargas Law School in Rio de Janeiro, Brazil. During the conference the team participated in various workshops that touched upon different projects the A2K4D is conducting research on. Topics ranged from: Innovation and Entrepreneurship, Access to Medicine, Limitations and Exceptions, Enforcement Trade and Development, IP, and Human Rights.
Nagla Rizk, founding director of the Access to Knowledge for Development Center (A2K4D) delivered the following talks at the congress:

"The Current Moment: Egypt" (December 15, 2012)
Rizk highlighted the latest political developments in Egypt since the January 25th, 2011 Revolution. She argued that the different entities that came to power since the onset of the Arab Spring have ultimately contributed to curbing political, social, economic and cultural rights in Egypt.

"IP, Innovation and Development: Case Studies from Egypt" (December 16, 2012)
Open A.I.R., in partnership with the International Centre for Trade and Sustainable Development, hosted a session on “IP, Innovation and Development.” Rizk identified key elements of an interdisciplinary research agenda based on research experiences in Egypt. She presented the preliminary results from Egypt's two case studies: “From Social Commons to Social Commons: The Case of Egypt's Independent Music Industry” and “Copyright and Creativity in Revolutionary Times: The Case of Egypt and Tunisia.”

Access to Knowledge Global Academy (A2KGA) Workshop on the Global Censorship Book Project, (December 17, 2012)
Open A.I.R., in partnership with the International Centre for Trade and Sustainable Development, hosted a session on “IP, Innovation and Development.” Rizk identified key elements of an interdisciplinary research agenda based on research experiences in Egypt. She presented the preliminary results from Egypt's two case studies: “From Social Commons to Social Commons: The Case of Egypt's Independent Music Industry” and “Copyright and Creativity in Revolutionary Times: The Case of Egypt and Tunisia.”

“Wireless Engagement: Scenarios for Africa’s Future” (February 15, 2013)
Rizk presented her most recent work to build three scenarios for the future of IP and development in Africa as part of the at the Open A.I.R. initiative at Open A.I.R. Foresight Workshop in Dakar, Senegal. Nagham El Houssamy, Open A.I.R. North Africa Hub Coordinator, participated in the talk.

Research Visit to Harvard’s Berkman Center for Internet and Society, Harvard University Law School, Cambridge MA. USA, (April 9 – 24, 2013)
Rizk spent two weeks at Harvard Law School’s Berkman Center for Internet and Society in Cambridge, MA in the United States where she is a faculty associate. Rizk attended several research meetings with members of the Berkman Center, and also had various discussions during her stay regarding the joint A2K4D–Berkman research project on the networked public sphere. She also gave a talk at the Berkman Center for Internet and Society titled, “Egypt Today: A Second Revolution Brewing?” on April 22nd.
“Intellectual Property Knowledge Development: Thoughts from Egypt” (May 8, 2013)
This talk was given at the WIPO Second Inter-Regional Meeting on South-South Cooperation in Cairo. Rizk addressed a session titled “IP Rights, Infringements and Enforcement: Accounting for Socio-Economic, Technical and Development Variables, including in the Context of Recommendation 45 of the WIPO Development Agenda.”

“ICT Laws, Innovation and Entrepreneurship” (May 23, 2013)
This keynote address was presented at the symposium on “ICT Laws and Innovation: Recent Developments, Challenges, and Lessons Learned”, which took place on May 23-24, 2013 at Bilgi University, Istanbul. The event convened a diverse group of collaborators working on Internet and societal issues in Turkey, its surrounding region, as well as internationally. It also served as a Network of Centers regional event. Rizk introduced the thematic core of the conference and presented her perspective and reflections on the interplay between ICT laws and innovation/entrepreneurship.

“Third Annual Workshop of the Access to Knowledge for Development Center”, AUC New Campus, (June 16 – 17, 2013)
Under the theme “Knowledge for Development: Freedoms, Networks and Innovation”, the workshop brought together A2K4D’s different networks and stakeholders from across several countries. The workshop sought to increase the visibility of the collaborative efforts between A2K4D and members of the Open African Innovation Research Project (Open A.I.R.), Harvard’s Berkman Center for Internet and Society, Yale Law School’s Information Society Project (ISP) and members of the Access to Knowledge Global Academy stakeholders, which include academia, policy makers, civil society, and activists in Northern Africa.

Nagla Rizk, founding director of the Access to Knowledge for Development Center (A2K4D) delivered the following talks during the workshop:

“New Censorship and Economic Liberty: Behind Egypt’s Communication Outage in 2011” (June 16, 2013)
Rizk discussed the effect of the communication outage that took place after the January 25th revolution.

"From De Facto Commons to Social Commons: The Case of Egypt’s Independent Music Industry” (June 17, 2013).
Rizk shared her findings from the case study conducted under the Open African Innovation Research (Open A.I.R.) project. Nagham El Houssamy, Open A.I.R. North Africa Hub Coordinator, participated in the talk.
“Creativity, Open Access, and Copyright for Development” Workshop Hosted by the Center for IP and IT (CIPIT), Nairobi, Kenya, (July 5, 2013)
Naghm El Houssamy, Open A.I.R. North Africa Hub Coordinator, attended the conference to present Rizk’s findings from the case study “From De Facto Commons to Digital Commons: The Case of Egypt’s Independent Music Industry.” El Houssamy presented videos of performing artists and graffiti images. Relating this to revolutionary creativity she then introduced the case study “Copyright and Creativity in Revolutionary Times: the Case of Egypt and Tunisia.”

Network of Internet and Society Centers
A2K4D has joined the global interdisciplinary Network of Internet and Society Centers, a collaborative initiative among academic institutions focused on interdisciplinary research on the development, social impact, policy implications and legal issues concerning the Internet. It aims to increase interoperability between participating centers in order to collectively confront transnational issues on a global level.

Research in progress:
A2K4D received a second grant from the International Development Research Centre of Canada. The grant supports joint research between A2K4D and Harvard University’s Berkman Center for Internet & Society. The project is titled “Mobilization for Change: the Role of the Networked Public Sphere in Advancing Civic Participation and Collective Action in the Arab World.”

A2K4D is in a collaborative partnership with Yale Law School’s Information Society Project. Both institutions are working together on joint research and activities related to global censorship, Free and Open Source Software and open business models.

“During the turbulent times of 2012 and 2013, AUC Business School’s achievements were like a beacon of hope and live proof that hard work and dedication still produce success, despite all challenges. Good luck.”

Khaled Nosseir ‘88
Chair and Chief Executive Officer,
Alkan Holdings
Member, Dean’s Strategic Advisory Board, School of Business, AUC
CASE SOLVING COMPETITIONS

As part of KCC’s initiative to offer students practical experience, cultural and international exposure, in addition to an opportunity to be evaluated by top-business executives on case solving techniques, several teams of the School of Business students participated in international competitions.

Ninth Annual CIBER Case Challenge 2012 (University of Connecticut, USA, October 17 - 21, 2012)

Citi International Case Competition 2012 (HKUST Business School, Hong Kong, China, October 28 - November 2, 2012).

Inter-Collegiate Business Competition 2012 (Preliminary Round October 5, 2012, cases solved in Cairo, Egypt)

John Molson MBA International Case Competition 2013 (John Molson School of Business, Concordia University, Montreal, Canada, January 6-12, 2013).

Marshall International Case Competition 2013 (USC Marshall School of Business, Los Angeles, USA, February 2012)

HULT Prize 2013 (Hult International Business School, Dubai, UAE, March 1-2, 2013)

Saunders Summit Global Case Competition 2013 (Saunders School of Business, The University of British Columbia, Vancouver, Canada, March 10-16, 2013)
CONFERENCE:
Third Annual Conference in Collaboration with the Academy of International Business: “East Meets West: Sustainability, Operation and Cooperation” (January 12-14, 2013)
AUC School of Business, in conjunction with the Academy of International Business (AIB), held its third annual conference. Abiding by the “East Meets West: Sustainability, Operation and Cooperation” theme. The conference discussed various submitted research papers. KCC acted as a primary academic sponsor for this conference, along with AIB Middle East and North Africa sponsors; University of Wollongong in Dubai and Zayed University.

TEACHING TOOLS ENHANCEMENT
KCC has taken several initiatives that aim at providing undergraduates, graduates, and executive education studies with opportunities to integrate and apply skills and techniques learned in the classroom to real-world situations and practically apply the theoretical concepts.

KCC introduced the SIGMA business simulation to:
Undergraduate and graduate management classes:
Three rounds of simulations were offered involving a total of 132 students
Advanced Management Program at the International Executive Education Institute (IEEI):
Three rounds of simulations were offered involving 60 participants that were (16 teams) mostly comprised of actual business executives.

PUBLICATIONS:
Mini-case-studies series
Aramex (Jordan), WANDA and KCC collaborated in the launch of a new open-access case-study series. The series features 12 mini-case studies on leading entrepreneurial businesses in the Arab region, highlighting the different steps taken for their establishments, challenges overcome and future plans. The case studies are published online and are entirely open access.
Launch of AUC Business Review Magazine (May 13, 2013)

The School of Business, with the support of El-Khazindar Business Research and Case Center’s (EBC), has officially inaugurated the launch of a new quarterly business magazine, the AUC Business Review (ABR). The magazine is published by the School of Business in partnership with International Business Associates Group (IBAG), led by Moustapha Sarhank, member of AUC School of Business Dean’s Strategic Advisory Board. Printed and distributed by IBAG – IBA Media, ABR is aimed at providing informational insights of latest business practices and concepts to entrepreneurs and business professionals. The first ABR issue was dedicated to ‘entrepreneurship’ whereby established business individuals contributed articles. The keynote speech at the launch event was delivered by Fadi Ghandour, founder and vice chair of Aramex, who based the theme of his discussion on “Corporate Entrepreneurship Responsibility.” Describing ABR as the “first of its kind” in the region, Ghandour expounded on the important role that ABR would play in the region.

Launch of AUC Business Review Magazine (May 13, 2013)

“I have always been proud to have graduated from AUC and hold a degree in economics. My pride has increased considerably as I witnessed the evolution of the School of Business to what it is today and what it has achieved so far. I commend the Dean of the school for a job well done; he has been able to translate his vision into tangible results. His impeccable team has worked together in an orchestrated manner that has left us all in awe. It is truly a delight and an honor to serve on the Dean’s Strategic Advisory Board.”

Moustapha Sarhank ’85
President, International Business Associates Group
Chair Emeritus, Sarhank Group for Investments
Member, Dean’s Strategic Advisory Board, School of Business, AUC
INSTITUTIONAL DEVELOPMENT
Corporate Relations

The Institutional Development Division of the School of Business works closely with AUC Development Office to enhance school-corporate engagement, as well as to secure corporate funding for programs, professorships and activities including:

CORPORATE FUNDING

School’s Annual Sponsorship Fund
The fund established in 2012-2013 developed a pool of corporate support to the school activities from corporate partners, which secured an amount of $50,000. Corporate partners who contributed in this fund include: Alex Bank (Platinum Sponsor), Pepsi Co (Gold Sponsor), and PwC (Silver Sponsor). These funds assisted in hosting and organizing 12 events including international conferences, forums, faculty members and students’ workshops and courses.

PLATINUM SPONSORS: ALEX BANK

Alex Bank esteemed contribution affected every student at AUC School of Business in 2012-2013. The School of Business annual fund supported the school to organize and host regional as well as global conferences that guaranteed students exposure to international knowledge in many disciplines and aspects. The School of Business aims as a leading academic institution in the Middle East and North Africa to constantly cultivate our students as responsible citizens, specifically in what is now a politically and economically transitioning Egypt.
Endowed Professorships

Endowed professorships are among the most significant contributions to a higher education institution. These generous gifts are among AUC’s most effective tools to sustain the University’s portfolio of tenured faculty members that serves to help attract and retain academic leaders. Endowed professorships at AUC School of Business commenced in 1989. The School currently holds five such chairs. A new professorship was established in Spring 2013: “CIB Chair of Banking” - the professorship, which will commence in fall 2014, will expose students to multiple perspectives on retail banking.

AUC School of Business - Endowed Chairs/Professorships

- British Petroleum Chair of Management (1989)
  - Hamed Shamma ’99, ’02, Assistant Professor of Marketing
- Abdul Latif Jameel Chair of Entrepreneurship (1993)
  - Ayman Ismail, Assistant Professor of Management
- Willard W. Brown Chair of International Business Leadership (2001)
  - Kevin O’Connel, Professor of Practice
- Abraaj Group Chair of Private Equity (2012)
  - Eskandar Tooma, Associate Professor of Finance
- CIB Chair of Banking (2013)
  - Selection in process

Endowed Fellowship

William Mikhail Fellowship in Quantitative Analysis (February 2013)

A two-year pledge by William Mikhail, Professor Emeritus in the Department of Economics, was established, which will fund one student each year for his/her second year of studies.
Corporate Partnerships

Within the School’s efforts to enhance the engagement of corporate partners, two new partnerships were established in 2012-2013

Microsoft Education Alliance Agreement (February 2013)
The three-year agreement aims at enhancing students learning experience in the field of Management of Information Systems by providing undergraduate students with the technological, scientific and hands-on knowledge and education necessary to compete in the worldwide market place.

International Business Association Group (April 2013):
A strategic partnership agreement was established with the International Business Association (IBAG) to provide educational and technical support for the advancement of the business sector in Egypt. The cooperation commenced with the development of the AUC Business Review (details mentioned earlier in this report) and its related forums.

“It is a remarkable experience witnessing how the School of Business evolved and is still evolving in such an accelerated fashion. It is an exemplification of our ability in Egypt to excel as a world standard institution once all the components fall into place. What has been accomplished sets the standard for other schools in Egypt and for the whole country. The fact remains that “when there is a will there is a way”.”

Tarek Tewfik
Managing Director, Cairo Poultry Group
Member, Dean’s Strategic Advisory Board, School of Business, AUC
Dean’s Strategic Advisory Board Meetings

Dean’s Strategic Advisory Board Mid-Year Meeting (November 29, 2012)

Dean’s Strategic Advisory Board Fourth Annual Meeting (June 27, 2013)

“Theodore Roosevelt once said “Believe you can, and you’re half way there”, and this was exactly what I’ve witnessed during the transformational period of the AUC School of Business. It takes leadership that believes team work, and is capable of motivating them to perform, and to change. I feel proud being part of this change, and I feel pride in seeing the results and achievements made by the school in the last four years. Today, the AUC School of Business is achieving international recognition and ranks on the top list of best in Africa, and the Middle East. I wish all the faculty members and students all the best of luck, and I believe one day AUC will rank on the top list worldwide.”

Ibrahim Ghattas
President and Chief Executive Officer, SMG Engineering Automotive Company
Member, Dean’s Strategic Advisory Board, School of Business, AUC
James Watt, British Ambassador to Egypt's visit (April 9, 2013)

Microsoft Imagine Cup Egypt National Finals (April 13, 2013)
The School of Business hosted the event, where under the slogan of Dream it, Build it, Live it, Microsoft Egypt announced the winner team of Imagine Cup 2013 from Cairo University with Videlator project and who will represents Egypt in the global finals competition hosted in Russia in July 2013. This competition comes under the umbrella of Microsoft global initiative YouthSpark initiative in order to provide opportunities for youth around the world.

“Since joining AUC’s School of Business in 2012, I have been witnessing a strong culture of reform and continuous improvement, which had been sparked by the founding dean in 2005. Numerous international rankings, increased societal impact, and stronger ties with the business community all constitute strong indicators exhibiting that those reforms are steering the school in the right direction. Particularly in the area of entrepreneurship, the school has been a key contributor to shaping Egypt’s entrepreneurial ecosystem.”

Sherif ElRakabawy
Visiting Assistant Professor of Management of Information Systems
School of Business, AUC
Alumni Engagement

ALUMNI EVENTS
As part of the school’s ongoing effort to connect and establish a lifelong relationship with its alumni, the Institutional Development Division organized several initiatives and events including:

First Annual Top Employers Roundtable (March 25, 2013)
A meeting with several of the School’s top employers was held to discuss how the school graduates meet the skill requirements of their specific jobs, where the gaps are, suggestions for improvement and further development.

Alumni Class of 2000 Breakfast (March 26, 2013)
The school alumni of class 2000 were invited to a meeting to trace the development of their careers over a decade, as well as to receive their feedback regarding programs, curriculum and how the school can better serve its alumni community.

Finance Alumni Breakfast (May 19, 2013)
The event aimed at connecting with alumni of the school who either studied or are working in the finance sector. It included a brief on what’s new with the teaching of finance at AUC, the new MSc. in Finance and discussion with regards to establishing an Alumni Finance Interest Chapter.

“I feel honored to witness the success story of AUC School of Business which has been ranked 70th by the Financial Times, amongst the best business schools in the world. Behind this success story is a hardworking, dedicated and committed team who thrive for continuous success and achievements. I’m really very proud to be a graduate of this school.”

Hala Bassiouni ’86, ’88
Managing Director, Egyptian Housing Finance Company
Member, Dean’s Strategic Advisory Board, School of Business, AUC
ALUMNI AWARDS

2013 YOUNG GLOBAL LEADER (YGL)
At World Economic Forum

Hisham EL-Khazindar '96
Co-Founder and Managing Director, Citadel Capital,
Member of the Dean’s Strategic Advisory Board, School of Business, AUC

Rania Al-Mashat '95: sub-governor of Monetary Policy Department, Central Bank of Egypt
School of Business Spring Undergraduate Honors Assembly (May 16, 2013)

Outstanding Alumni Awards

Dahila Khalifa '86, '92, head of IFC’s E4E Initiative for Arab Youth, a joint World Bank Group - Islamic Development Bank partnership
School of Business Fall Undergraduate Honors Assembly (December 13, 2012)

Amr Helal '98, managing director, The Abraaj Group
School of Business Graduate Honors Assembly (May 20, 2013)

The Stephen S. Everhart Distinguished Business Award

Imane Adel '11, research assistant to the late Stephen Everhart, implementation consultant (North, West and Central Africa) at Visa Inc.
School of Business Spring Undergraduate Honors Assembly (May 16, 2013)
Communications and Marketing

The Institutional Development Division of the School of Business continues to manage the school’s external and internal communication, promoting new initiatives and achievements. In its efforts for enhancing external communications, the communications and marketing team organized several school wide conferences, seminars and forums promoting the School of Business pillars and values. Moreover, the team played a major role in shaping the AUC Business Review launch theme and branding identity, as well as organizing the event. On the internal communications level, the team continues to organize the annual School of Business retreat, enhancing AUC School of Business brand loyalty among faculty members and staff. The communications and marketing team remains committed to continuous improvement to enhance its electronic and social media presence. By using this increasingly important medium of communication, the team is able to effectively engage stakeholders using the school’s Facebook, Twitter, and LinkedIn accounts. In addition, the recently updated bi-annual school newsletter is part of the sustained effort to improve the means of communication used to facilitate increased cooperation with stakeholders. Additionally, a thorough and extensive restructuring of the school website is underway.

“As I reflect back on my challenging career years, I reckon that it was the fine quality of the School of Business education and its culture embracing freedom of speech, innovation, creativity and entrepreneurship that developed my mindset to act and visualize matters in a different way. It’s those values that the School of Business implants in all of its graduates that make value creation a defining aspect of their characters and aid them to infinitely progress. It’s this passion for the good old days that make them always care to connect with the school and its diverse scope of activities, initiatives and postgraduate studies. Proud and honored to be a School of Business graduate.”

Hala El Fass’86, ’90
Head of Retail Channels and Wealth Management Division, Arab African International Bank Member, Parents Association Board, AUC
“Working together as one team” summarizes my feelings about the School of Business this past year. This teamwork created momentum, determination, and perseverance to realize our dream of being among the top global business schools by 2020. Our firm belief in our capabilities has made us overcome all challenges we have faced. The school has an approach of bringing in every stakeholder to be part of the team. We bring in faculty members, students, staff, advisers, employers, entrepreneurs, donors, institutions, parents and our families to be part of this team. This has created a sense of belonging and positive spirit that has enhanced the reputation of the school. As a former student, alumnus and faculty member I have not been as deeply engaged with the school as ever before. I am proud to be part of a team that is always seeking the best in such a friendly, cooperative and healthy environment.”

Hamed Shamma ’99, ’02
Assistant Professor of Marketing
and British Petroleum Chair of
Management
School of Business, AUC
AWARDS AND CERTIFICATES IN RECOGNITION OF OUTSTANDING CONTRIBUTIONS TO THE SCHOOL OF BUSINESS IN 2012-2013

Maryclaire Abowd, academic assessment specialist, Office of Academic Assessment and Accreditation
Reem Al Amin, head, Office of Student Services
Gihan Asaad, senior specialist, Software, Business Computer Center
Amira Bishara, Office of the Dean
Randa El Saadany, senior accountant
Mabrouk Farahat, office aid, Department of Economics
Sherine Gad El Mowla '84, '90, director, International Executive Education Institute
Amr Hamdy '86, '92, director, Management Center
Alaa Hashim, program coordinator, International Executive Education Institute
Tarek Hussein, clerk, Office of the Dean
Sheren El Saadany, program specialist, Citadel Capital Financial Services Center
Sondos Riad, administrative assistant, Associate Dean for Undergraduate Studies and Administration
Ahmed Sobhy, program coordinator, Management Center
Nadia Wahba, administrative assistant, Department of Management

School of Business Retreat, Ain El Sokhna (April 5-6, 2013)

EXCELLENCE AWARDS

MANAGEMENT EXCELLENCE AWARD
May Ramadan '99
Senior Manager, Office of Student Services
School of Business Fall Undergraduate Honors Assembly (December 13, 2012)

STAFF EXCELLENCE AWARD
Heba Ibrahim
Specialist, Office of Student Services
School of Business Fall Undergraduate Honors Assembly (December 13, 2012)

STAFF EXCELLENCE AWARD
Lina Nada '99
Assistant to Dean of the School of Business
School of Business Spring Undergraduate Honors Assembly (May 16, 2013)
SCHOOL INTERNAL EVENTS

Faculty and Staff Meeting (September 11, 2012)

Third Annual Retreat for Faculty and Staff (April 5-6, 2013)

Third Annual Sports Day (April 23, 2013)

“I joined the school straight after its restructure in 2010. Since then, I have been experiencing so much from the diverse initiatives and activities taking place. It is great to be part of such a dynamic team with amazing leadership – always targeting excellence in all aspects. For me, the School of Business is such an inspiring place to work at and learn from.”

Sandy Iskander
External Relations Officer, School of Business, AUC
### Faculty (August 2013)

- **Total:** 100
  - **Full-time faculty:** 58
  - **Adjunct faculty:** 37
  - **Emeritus:** 5

### Staff (August 2013)

- **Total:** 122

### Students

#### Undergraduate Students (August 2013)
- **Enrolled:** 836
- **Graduated:** 365

#### MBA Graduate Students
- **Enrolled — Fall 2012:** 146
- **Enrolled — Spring 2013:** 134
- **Graduated — Fall 2012:** 30
- **Graduated — Spring 2013:** 16

#### Economics Programs Graduate Students
- **Enrolled — Fall 2012:** 72
- **Graduated — Fall 2012:** 6
- **Graduated — Spring 2013:** 9
<table>
<thead>
<tr>
<th>Undergraduate Alumni (total 7,718)</th>
<th>Graduate Alumni (total 2,163)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>Master of Business Administration</td>
</tr>
<tr>
<td>3,107</td>
<td>1,230</td>
</tr>
<tr>
<td>Accounting</td>
<td>Management</td>
</tr>
<tr>
<td>539</td>
<td>406</td>
</tr>
<tr>
<td>Economics</td>
<td>Economics in International Development</td>
</tr>
<tr>
<td>4,072</td>
<td>103</td>
</tr>
</tbody>
</table>

Alumni (August 2013) Management Center

Alumni (1977 – August 2013)

More than 170,000

Citadel Capital Financial Services Center
Total Users (including recurrent users) (2006 – August 2013)
2,072

Goldman Sachs 10,000 Women Entrepreneurship ad Leadership (WEL) Program
Alumni (2008 – August 2013)
303

International Executive Education Institute
Alumni (2008 – August 2013)
828
REVENUES
(2012-2013)
$17.6M

- Executives Education: 25%
- Grants: 4%
- Gifts and projects: 2%
- Endowments income and gain: 2%
- AUC-granted annual operating budget: 67%

EXPENSES
(2012-2013)
$17.6M

- Instruction (Faculty): 34%
- Staff and Administration: 12%
- University shared services: 41%
- Depreciation: 4%
- Operating Supplies and Service: 6%
- Development Programs and Research: 2%
- Equipment: 1%