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THE
SCHOOL OF
BUSINESS
The 2010-11 academic year will henceforth occupy a profoundly significant place in the School of Business’ history. As administrators and faculty, we feel particularly pleased with our contribution to Egypt’s remarkable uprising, as well as the months of political debate that have followed, as we strive to build on these achievements in the coming period. Active participation by students, faculty members, alumni and centers during this monumental period in the school’s different forums and public events underscored our mission and our ongoing pledge to provide an education that cultivates citizen commitment.

As an institute of higher education and an important constituent of Egyptian private enterprise and civil society, we see it as our duty to explore the many complex issues and opportunities facing Egypt post January 25, 2011. Among the most highly profiled activities that have taken place within AUC, the School of Business introduced the Transforming Egypt series - a sequence of programs critically examining the effects of Egypt’s uprising on local and regional economic and business interests. Reaching beyond University gates, Transforming Egypt has engaged experts and citizens across Egypt and throughout the region, expressing important questions, analyzing key issues, and brainstorming action items necessary for the country to regain a strong economic foothold.

Moving the focus towards institutional development, we have been busy this year implementing new academic programs, coordinating related co-curricular activities and events, expanding our faculty research and actualizing elements of our strategic goals. This is in addition to a successful recruitment process yielding 15 new faculty members with different backgrounds and experiences for next academic year 2011-12.

Significantly, the school has moved forward with the Entrepreneurship and Innovation Program (EIP), which is designed to educate students on entrepreneurship and infuse them with the desire to create and innovate through connecting them to venture capitalists, angel investors, and mentors. On a broader scale, EIP aims to create a healthy entrepreneurial environment inside AUC, serving Egypt and the region at large.

On the academic front, the school remains committed to championing consistent student development, efforts that take the form of supporting students writing and presenting papers and encouraging them to participate in competitions and leading industry conferences. It is these activities that best expose students to enriching learning experiences and direct contact with qualified audiences, adding to their business knowledge and expanding their cultural horizons. The school also encourages knowledge production at the faculty level, enabling faculty members to make important contributions to their field. AUC School of Business faculty possess unique insight into a wide breadth of world issues – especially those pertaining to the MENA region – and over the past year, many of our faculty members were active participants in conferences and meetings throughout the world, including North and South America, Europe, the Far East and the North Africa Middle East regions as well as Egypt.

While fulfilling in many ways, the year has also been witness to unprecedented and sometimes unfortunate demands on time, patience, and energy. The many new trials and reactions have afforded me the opportunity to reflect on our accomplishments, and also to anticipate meeting new challenges and mandates as we search for ways to improve our programs, recruit the best faculty, and compete for top students.

The wide spectrum of activities covered in this annual report reflects the dynamism of School of Business students, alumni, faculty, and staff as we strive to offer an enticing environment of continual development and support for all. As always, we dedicate our efforts to fulfilling the three pillars on which the school rests: entrepreneurship, innovation and leadership. Ultimately, this dedication to academic excellence is the guiding factor of our extracurricular and co-curricular programs, and the key to our successful navigation of the rapidly-changing environment around us.

It gives me great pleasure to present to you this year’s annual report, organized around the school’s strategic plan for 2010-2015. The report features the commitment of the school’s different constituents towards achieving the set strategic goals. I hope you enjoy reading it, and as always, I would appreciate your ideas, comments, and feedback — elements that, to me, are essential to our continued improvement and success.

Sherif Kamel
August 2011
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)
- Citadel Capital Financial Services Center (CCFC)
- Goldman Sachs
- 10,000 Women Entrepreneurship and Leadership Program (WEL)
- International Executive Education Institute (IEEI)

## CENTERS AND PROGRAMS

- Business Computer Center (BCC)
- El Khazindar Business Research and Case Center (KCC)
- 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 Kazindar Business Research and Case Center Internal Advisory Board
- Entrepreneurship and Innovation Program Council

## OVERVIEW
“Drawing on its imaginative faculty, ambitious students, dedicated staff and creative alumni, the School of Business at The American University in Cairo has been bringing its global reach to contribute to building “the new Egypt” in the aftermath of the January 25 revolution.

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

These programs 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 its dean, Sherif Kamel, AUC continues to produce and promote the next generation of socially responsible private-sector leaders in Egypt and the region. In both the new Egypt, and across the fast-changing global business landscape, AUC’s School of Business is playing a crucial role in shaping our world.”

Lisa Anderson
President, The American University in Cairo
ACCREDITATION

THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB)
The School of Business first acquired AACSB accreditation in 2006 and must undergo a maintenance process every five years. The first maintenance visit is scheduled in December 2011.

ASSOCIATION OF MBA's (AMBA)
The MBA program at the School of Business is applying for AMBA accreditation in September 2011.

THE EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT (EFMD)
The School of Business is a member of EFMD, a vast membership network that includes over 750 organizations from academia, business, public service and consultancy in 81 countries around the world.

THE EUROPEAN QUALITY IMPROVEMENT SYSTEM (EQUIS)
As members of EFMD, the School of Business is eligible to apply for EQUIS membership. The school is applying for EQUIS accreditation in October 2011.

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

NATIONAL AUTHORITY FOR QUALITY ASSURANCE AND ACCREDITATION OF EDUCATION (NAQAE)
The American University in Cairo as a whole is accredited, and now the Department of Management will begin its accreditation process in December 2011.

SUPREME COUNCIL OF UNIVERSITIES (SCU)
All degrees from the School of Business are eligible for equivalency certificates issued by the Egyptian SCU. Degrees are evaluated every three years. The school undergoes its next evaluation in 2013.

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

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)
AUC School of Business is one of 393 academic institutions that have voluntarily signed up to the PRME initiative.

THE ACADEMY OF BUSINESS IN SOCIETY (EABIS)
AUC School of Business is a member of EABIS.

EDUNIVERSAL
AUC's School of Business is ranked number one among the four palms classification “Top Business Schools”. The school is ranked the top business school in Egypt and second overall in Africa.

Society for Human Resource Management (SHRM)
The curriculum of the Professional Post-Graduate 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.
“Led by extraordinary faculty and staff members, AUC’s School of Business responded quickly and proactively to the unexpected demands and challenges introduced in the aftermath of the January 25 revolution.

Educational and research programs, workshops, lectures, competitions, and conferences on the economic, technological, and ethical impacts of the uprising launched by the School of Business over the past year have contributed immensely to establishing AUC’s position as a leading voice in this transitional period.

The school’s pillars of entrepreneurship, innovation, and leadership, in addition to its pioneering academic initiatives, growing body of interdisciplinary research, and widespread international partnerships, constitute a streamlined and cohesive system through which we can produce graduates groomed for conscientious and principled public and private sector leadership.”

Medhat Haroun
Provost, The American University in Cairo
EGYPT’S UPRISING

SEMENAR SERIES: TRANSFORMING EGYPT

Inspired by the Egyptian revolution and in an effort to contribute to the promising changes taking place, the School of Business launched its new Transforming Egypt workshop series in March 2011. The series offers a platform for debate and discussion by distinguished guests, faculty members and students, who seek to address Egypt’s transitional period. As associate dean for graduate studies and research, Nagla Rizk was responsible for coordinating the School of Business’s Transforming Egypt seminar series, where a number of activities were organized by different faculty members to address important and timely issues in light of the Egyptian revolution.

March 7, 2011
Video Link Up with Qatari Students
A video conference discussion on the revolution, linking students of the School of Business with students in the Education Center in Qatar, took place where students of the School of Business shared their experience in Tahrir Square, their thoughts on the revolution and hopes for the future.

March 14, 2011
Doha Debates: This House Believes for the Sake of Democracy Egypt Should Postpone Elections
The Access to Knowledge for Development Center (A2K4D) hosted, for the first time in Egypt, a special episode of the Doha Debates at AUC Tahrir Square.

Speaking for the motion were female’s rights campaigner Marwa Sharafeldin and pro-democracy activist Shaheer George. Speaking against the motion were Essam El Erian, senior spokesperson for the Muslim Brotherhood and Sherif Taher, a politician and member of Al Wafd Party. The debate was broadcast by BBC World on March 19 and 20, 2011.

March 28, 2011
Egypt in Revolution
Abeer El Shinnawy, assistant professor of economics, organized a lecture for Professor Emeritus Galal Amin, where he discussed his observations and interpretations of the Egyptian revolution.
EGYPT’S UPRISING

April 6, 2011
Egyptian Stock Exchange (EGX) in the Wake of the Egyptian Revolution
Monal Abdel Baky ’83 ’88, assistant professor of economics, organized a lecture by Mike Baghdady ’72, the world’s foremost leading expert and originator of price behavior trading; former head technical trader at the New York Board of Trade (NYBOT), and founder of Training Traders Company, London, who discussed the steps that the Egyptian stock market must take in order to facilitate economic growth in Egypt. Suggestions included opening up the Egyptian Stock Exchange to small investors to create new jobs.

April 7, 2011
The Future of Decentralization in Post January 25 Egypt
Ahmed Kamaly, chair of the Department of Economics, organized a lecture by Roy B. Kelly, professor of practice of public policy at Duke University. Kelly explained that the Egyptian revolution will be an ongoing process until specific reforms and goals are achieved. Kelly also covered ways to effectively achieve positive results from the revolution in a timely manner.

April 10, 2011
Combating Corporate Corruption
In a seminar organized by Ahmed Abdel-Meguid, faculty adviser of the Corporate Governance Club, Counselor Ahmed Ragab, executive director of the Center for Transparency, gave various examples of corruption in Egypt and around the world, and called upon the next generation of business people to lead the new future of Egypt’s business community.

May 11, 2011
Revolution 2.0
Nagla Rizk, director of A2K4D and Nahed Azzab, assistant professor of management, hosted a panel discussion with Wael Fahhary, regional manager at Google (Egypt and North Africa), as a special guest. Panelists discussed the potential for using the Internet and social media for economic growth and development in Egypt.
“The 2010-11 academic year became a true landmark in the history of Egypt. The January 25 revolution positions Egypt towards a new future as of the year 2011 and the forthcoming years. Education will be the driving force of development and the pivot of new Egypt. AUC has always had its impact on how education can bring to the labor force of Egypt a top-caliber, well-developed group of personalities.

This is an occasion on which I would like to congratulate the administration of AUC, the leadership of the School of Business, faculty and staff members and students. Their collaborative efforts established the true brand of the School of Business as a most distinguished school. It also was the major impetus behind setting a model for other schools in the region of how education can help create a direct contribution to society economically, socially, and politically. It is difficult to be the top school in the region, but much more difficult to stay on top.

One of the major contributions of the School of Business in the year 2010-11 was to try to capture the spirit of the January 25 revolution and to revisit the programs of the school, so as to give the right signals for a new Egypt. I commend these efforts and I see that AUC students are no longer isolated from Egyptian economic, social, and political affairs. In fact, they are right in the heart of the action.

I wish that this spirit continues in order to forge our new Egypt and to realize the needed change to the lifestyle of our citizens. At the end, this is what we all aspire for. May our dream come true.”

Medhat Hassanein
Professor of finance and banking, chair of the Council of the School of Business, AUC; Egypt’s former Minister of Finance
STRATEGIC GOALS

Relevant, Current and Innovative Curricula and Programs
RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

“The world today seeks an enlightened leader who is responsible for creating shareholder and positive social values. The expansive leadership model at AUC helps in cultivating the sensibility to make an impact and think beyond profits.

The distinguished faculty, competitive curriculum, and state-of-the-art infrastructure at AUC help to impart a world-class business education.

One of the biggest strengths of AUC is its location in Cairo that provides the students with a unique blend of social, political, and cultural life of the Middle East.”

Dipak C. Jain
Dean of INSEAD; former dean and professor of marketing, Kellogg School of Management, Northwestern University; member of the Dean’s Strategic Advisory Board, School of Business, AUC.

Undergraduate Programs

The Special Topics in Marketing course was introduced with a focus on business cases and consultancy applications. It considers selected topics of current relevance in marketing.

New marketing concentration courses are being offered, such as the Advanced Marketing Research course. Topics will be chosen with particular emphasis on their value to Egyptian and regional organizations. The E-marketing course focuses on principles, best practices, and hands-on applications of e-marketing.

The Entrepreneurship and Small Business Management course is to be counted as a capstone course within the Core Curriculum (cross-listed with the School of Sciences and Engineering). It is an interdisciplinary course combining skills from all areas of business, with special focus on problems encountered by entrepreneurs in the Middle East and development of solutions for those problems.

The Emerging Economies course’s name was revised from Comparative Economic Systems to Emerging Economies. Emerging market economies are developing nations that possess a combination of relatively deep financial markets, resource endowments, encouraging demographic features, attractive business environments and vibrant domestic market activities that enable them to enjoy rapid growth and development.
I think that the School of Business at AUC has made great progress over the last few years, which certainly makes me proud everywhere I go.

I’m currently studying for my MBA at Harvard Business School, and I can definitely say that our undergraduate education is superior to that of business schools in many other countries.

AUC also develops a whole set of skills that many people don’t have, such as public speaking skills, presentation skills, and writing skills.

MennatAllah Gaafar ‘06

Collaboration between AUC’s School of Business Students (supervised by Nahed Azzab, assistant professor of management) and Students from the College of Information Sciences and Technology at Pennsylvania State University (supervised by Jan Mahar, senior lecturer) to Develop an Interactive Information System

For the second year in a row, the College of Information Sciences and Technology (IST) at Pennsylvania State University (PSU) requested to collaborate with AUC’s business students for a project to develop an information system for Egypt, taking into consideration Egypt’s culture, political situation, demographics, and IT infrastructure. Based on the collaboration, PSU students designed a cell phone disaster reporting tool allowing disaster victims to send a photograph of any relevant event to be posted as a GPS coordinate on an interactive map.

April 18 - 20, 2011
The Sixth International Conference on Higher Education Marketing
The School of Business hosted the first International Conference on Higher Education Marketing (ICHEM) outside of Europe since the establishment of the Academy of Marketing (AoM). Participants included 15 foreign delegates from universities in the United Kingdom, Vietnam, South Africa, Malaysia, Indonesia, Syria and Jordan, as well as 11 Egyptian delegates from AUC, the German University in Cairo (GUC), Misr International University (MIU), and Cairo University. AUC President Lisa Anderson and Professor Felix Maringe, ICHEM’s chair, presented the opening speech and the keynote speaker was Mark Stephens, country director of the British Council. Co-chair of the conference was Ibrahim Hegazy, marketing academic unit head and associate professor of marketing at AUC. The Egypt Tourism Development Authority sponsored the event.

April 2011
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RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

May 4, 2011
AUC Annual Advertising Award
The award ceremony was sponsored by Vodafone and Al-Ahram and organized by Ibrahim Hegazy, head of the marketing academic unit, associate professor of marketing and chair of AUC’s Annual Advertising Award (AAAA) for 2011. AAAA have been recognizing outstanding advertising works with gold, silver and bronze prizes in different categories such as Web sites, outdoor advertisements, newspapers advertisements, among others. A special award is also given to recognize outstanding contributions and milestones in advertising in Egypt, either for individuals and/or institutions.

AUC’s Annual Advertising Award (AAAA) Ceremony (May 4, 2011)

May 24, 2011
Booz & Company Judge Graduating Seniors’ Business Plans
Sherif Nagui and Dina El Haddad, consultants from renowned consulting services firm Booz & Company, and Ahmed Halawa, an investment banker from EFG-Hermes, joined Iman Seoudi, assistant professor of management, in judging business plans presented by the Spring 2011 graduating class. The winning plan was for a company that provides microfinance services for Egyptian entrepreneurs in underserved areas of Cairo.

“Being given the opportunity to work at the dean’s office was a very rewarding experience. I got to work alongside graduate students on a hands-on and relevant research for an AUC-Coca-Cola partnership.

Given the field of study, which was solid waste management and plastic recycling, I felt like we would, one day, make a difference in our country.

I will walk away from this experience with countless new lessons, as it gave me great insight into the working life. I’m sure that this experience will be a great stepping stone for my career later on.”

Nada El Ahwal
Student, political science major, business administration minor
Doing Business in the Middle East Program (DbiME)

This comprehensive five-day program at AUC exposes participants to the academic and corporate perspectives of current issues in the region. The program is offered internationally to MBA and executive MBA students seeking first-hand regional experience. The program is managed by the International Executive Education Institute.

“...AUC's MBA program provides Egypt's leaders of tomorrow with the right mix of outstanding and globally recognized faculty members, exceptional classmates with diverse experiences at blue chip companies, and state of the art curricula that is supported by the latest classroom and research resources.”

Sherif Masoud
MBA student and new models and projects senior section head, BMW

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**RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS**

**Graduate Programs**

**Master’s of Business Administration**

**New Interdisciplinary Concentrations**

**MBA with a Construction Industry Concentration**

The MBA program, in collaboration with the Department of Construction and Architectural Engineering at the School of Sciences and Engineering, introduced a new concentration with a construction industry focus.

**MBA with a Biotechnology Concentration**

The MBA program is working with the Department of Biotechnology to create an interdisciplinary biotechnology MBA.

**New Concepts in Special Topic Operation Management**

The Operational and Supply Chain Improvement Practicum course will be offered to MBA students as of Fall 2011. This course is offered in close cooperation with three consulting firms that have operational improvement as one of their core competencies. It gives students hands-on management consulting experience by allowing them to participate in operational improvement projects with a client company.

**El-Khazindar Business Research and Case Center Competition**

Together with El-Khazindar Business Research and Case Center (KCC), the MBA office organized a case competition for MBA students. Out of 33 cases received, KCC accepted 20 cases for the competition. Three cases won monetary prizes and four cases were selected for the IGI Global and KCC casebook competitions.
Internationalization of the MBA program

MBA students from two prominent North American business schools have visited AUC in January 2011.

January 9, 2011
Rotman School of Management, University of Toronto

The visit aimed to offer Rotman School of Management students with a better perspective of MBA education in Egypt and to showcase the resources available in the region. Students toured AUC New Cairo facilities and discussed various issues with Professor Mohamed Radwan, Dean Sherif Kamel, and Mr. Osama Mourad. Topics discussed included deal making in the Middle East, IT in Egypt and the Egyptian capital market.

“We are impressed with the sophistication of the pedestrian-friendly campus which creates a great environment for students.”
Carolyn Blakely, vice president of the Student Council, MBA 2011, Rotman School of Management

“In Toronto, we are lucky to have a lot of resources and it’s nice to see the same here. North Americans usually underestimate this region. It’s a great opportunity for the students to realize there is much more to learn from this part of the world”
Laura Wood, director of the International Office, Rotman School of Management
The MBA Program of AUC’s School of Business participated in the Access MBA event. Thirty predetermined one-on-one meetings were held with students who were interested in joining the program. The MBA Program’s executive, Rabab Abuel Fetouh, also participated as a panelist in a discussion on how to choose the correct MBA program.

The MBA program offered a simulation and e-learning workshop conducted by Youssef Bissada, professor emeritus of entrepreneurship at INSEAD, France, and distinguished adjunct professor of entrepreneurship at AUC, and Hoda Irani Bissada, the current managing director of Bissada Management Simulations (BMS), a company specializing in the development and teaching of computerized management simulations and pedagogical packages. The workshop was attended by 20 faculty members from various disciplines within the School of Business.

Twenty students from the Columbia Business School visited AUC New Cairo and explored various facilities. Following the tour, Professor Mohamed Radwan gave a lecture on “Challenges to Business and Marketing in the Region.” The MBA students then visited the Egyptian Stock Exchange, where they had a tour and attended different lectures.

“We never thought that AUC has such huge campus. I think that this is a very good opportunity for students from Columbia to be here, as this will encourage them to participate in other exchange programs concerning Egypt with AUC.”

Christine Sedky, group leader, MBA 2011, Columbia Business School
The Doing Business in Turkey Study Tour (DBiT) is designed to give AUC students an edge in the rapidly-evolving global markets by exposing them to different academic, corporate and cultural perspectives. This is the first tour of this kind in a series of international study opportunities for MBA students. The MBA study tour started at Bilkent University in Ankara, Turkey’s first private and nonprofit university. The tour continued to the Turkish Confederation of Businessmen and Industrialists in Istanbul, an association of top economic and social development industry leaders.

Students attended lectures and visited different companies to understand how various enterprises function in Turkey, as well as how local businesses and industries are influenced by history, culture and politics.
The Department of Economics’ delegation of five graduate students, led by Adel Beshai, director of economics graduate studies, represented AUC at the “New World, New Capitalism” conference held in Paris, France, organized by Éric Besson, French Minister of Industry, Energy and the Digital Economy. The School of Business was one of four main academic partners; other partners included the London School of Economics and Political Science, Sciences Po and Columbia University. The delegation submitted a paper titled “The Euro-Mediterranean Partnership: A Southern Perspective toward Sustainable Growth and Development”.

Economics Graduate Programs

Master of Arts in Economics
The Master of Arts in economics is designed to provide students with a strong theoretical foundation, up-to-date quantitative skills and critical thinking tools that are necessary to succeed in a world-class doctoral program or advance through the ranks of their chosen professions. It continues to attract local and foreign students who either only pursued a master’s degree or moved on to seek PhD programs.

Master of Arts in Economics in International Development
This program is designed for students who wish to acquire an advanced understanding of the field of development economics through a highly interdisciplinary approach. The program also promotes effective unification of theoretical foundations with the modern applications of policy within the developing world through practicum with a nongovernmental organization outside AUC. Graduates of this program continue to be employed by United Nations agencies, The World Bank, bilateral donor representative offices and projects, non governmental organizations and development-finance institutions. Students have recently taken positions in governmental departments directly concerned with developmental planning and evaluation.

Graduate Diploma in Economics in International Development
This program is designed for students who wish to gain basic understanding and knowledge of development economics without proceeding toward a master’s degree. The diploma program is also interdisciplinary to provide a broader and more integrated perspective of development issues.
RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

Executive Education

Management Center (MC)

Expansion to Governorates
The Management Center has launched programs in Alexandria, in cooperation with i-Learn Andalusia Group.

Skills Castle Academy has launched Management Center programs in Tanta to address increasing demand for healthcare professional development programs.

New Programs and Projects
An anti-corruption awareness program was developed with the Governance Center of the Ministry of State for Administrative Development in Egypt and the International Law Institute in the United States. The program is developed in Arabic and English, targeting Egypt and the Middle East.

A new professional diploma in the area of utility management was developed in cooperation with the Holding Company for Water and Wastewater and Chemonics International.

A leadership program for senior staff in the petrochemical industries was developed in cooperation with the Egyptian Petrochemicals Holding Company (ECHEM).

Two new professional postgraduate diplomas in banking credit and credit risk management, and corporate finance and investment were launched by the Management Center to address increasing market demand in these domains.

The Institute of Banking and Finance developed a new professional certificate on integrated retail in banking, set to launch in September 2011.

The Management Center launched a major project to review and update its curricula. The center revisited six professional diplomas and developed new curricula.

Staff Participation in Regional Events
Amr Hamdy, director of the Management Center, spoke about international cooperation in professional development at the EFMD conference, which focused on the MENA region and was held in Dubai in November 2010.

Hamdy spoke on quality improvement in professional development at the QS-Maple conference in Dubai in April 2011.
Citadel Capital Financial Services Center (CCFC)

January – May 2011
Advanced Corporate Financial Modeling Course
The Citadel Capital Financial Services Center (CCFC) has successfully launched a course on “Advanced Corporate Financial Modeling”, offering 35 finance professionals hands-on modeling experience with an emphasis on a systematic approach to building rigorous and structured financial models using Excel. The course is designed, supervised and taught by Eskandar Tooma, British Petroleum Associate Professor of Finance and director of CCFC. The program also features Khaled Dahawy, associate professor of accounting and director of the MBA Program and Aliaa Bassiouney, assistant professor of finance and manager of CCFC.

March 15, 2011
Reuters Certification Program
This program taught students to use the Reuters software to retrieve financial data and news. The Reuters database is a one-stop database for financial data and news. Jean Louis Feghaly, a knowledge live specialist on foreign exchange and money market, presented the workshop to 45 students, providing them with a booklet for reference and for use as a study guide.

April 9, 2011
Statistical Package for Social Sciences (SPSS) Workshop
The Statistical Package for Social Sciences (SPSS) Workshop workshop offered selected group of graduate MBA students an overview of the descriptive and inferential statistical methodologies and statistical software commonly used to address various research problems, particularly topics in management.
The Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program (WEL)

The Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program is part of the Goldman Sachs 10,000 Women initiative. The initiative is a five-year investment by Goldman Sachs to provide 10,000 underserved women around the world with a business and management education. The program at AUC, in partnership with the Wharton School of Business of the University of Pennsylvania, has graduated over 200 entrepreneurs since its inception in 2008.

In addition to classroom training, the program also provides business advising, mentoring and networking services to entrepreneurs after graduation. Qualified graduates are provided with access to finance through the Social Fund for Development. The program’s curriculum includes a wide range of entrepreneurial subjects delivered by renowned faculty internationally and from AUC, as well as industry experts. Workshops, field visits and networking events are organized to provide women with practical business information that complements what they are learning in class. Throughout the program, entrepreneurs are assisted with developing their own business plans to help facilitate future growth. Selection panels were held in April 2011, and 34 promising entrepreneurs from throughout Egypt were invited to join the next cohort. This group is particularly special, as it is the first since the revolution.

April 13 - 16, 2011
Hosting the International Conference for Global Economy

The International Conference for Global Economy (ICGE) offered students from various backgrounds early exposure to understanding the market through practical skill-building experience.

Delegates during the stock market simulation (April 2011)
The Goldman Sachs 10,000 Women Entrepreneurship and Leadership program was delighted to host the United States’ Ambassador-at-Large for Global Women’s Issues, Melanne Verveer, during her visit to Egypt in April 2011. The ambassador met with several program graduates to learn more about their achievements and the challenges they face in their businesses. She also held a roundtable discussion at AUC with a select group of women leaders and entrepreneurs to discuss the state of women’s entrepreneurship in Egypt and women entrepreneurs’ achievements and challenges, especially in light of the transitional period that Egypt is experiencing following the January 25 revolution.

The 2010 graduation ceremony was a celebration of the success of more than 100 graduates. It was attended by representatives from Goldman Sachs, AUC President Lisa Anderson, faculty members, families of the scholars, program staff and other key stakeholders and industry experts.
RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

International Executive Education Institute (IEEI)

International Executive Education Institute Programs

October 11 - 13, 2010
 Competition Law for Executives

Working in partnership with the Egyptian Competition Authority (ECA) and the Commercial Law Development Program (CLDP), the International Executive Institute (IEEI) offered a three-day program on competition law for organizations operating in Egypt.

January 8 - 13, 2011
 A Complete Course in Risk Management

This training program was offered for the third time and developed jointly with the Professional Risk Managers’ International Association (PRMIA). The course works toward bridging the gap between theory and practice in financial risk management by educating participants on issues such as markets and financial instruments, market risk management, corporate governance, and capital allocation.
RELEVANT, CURRENT AND INNOVATIVE
CURRICULA AND PROGRAMS

March 14 -15, 2011
The Principles and Practices of Strategic Communication
The program aimed to provide participants with a comprehensive understanding of the process, function and methods of effective use of strategic communication for the corporate sector, as well as existing external support networks and the unique challenges of strategic communication in developing markets. The program was delivered by Richard Banks, chief executive officer, RM Bank & Co and Sarah Broberg, deputy managing director at TRACCS Egypt.

April 18 - 20, 2011
Food Industry Management
Developed in cooperation with the United Nations World Food Programme Program and the School of Sciences and Engineering, this program uses an interactive and thought-provoking approach to help expand executives’ and managers’ knowledge in the areas of economics, supply chain, food safety, genetically modified food, innovation in additives, as well as corporate sustainability within the food industry.
**May 15 - 16, 2011**

**Finance for Entrepreneurs in Changing Times Program**

This program sought to provide entrepreneurs with a solid understanding of finance for start-up companies, which is the backbone for business success. The course covered vital issues, including sources of finance such as equity financing, loans, and venture capital, as well as key concepts in finance including time break-even analysis, value for money and cash flow analysis.

**May 31 - June 1, 2011**

**Supply Chain Excellence for Marketing Success**

This program was carried out in cooperation with the Rotterdam School of Management (RSM). The course focused on the impact of supply chain operations on the bottom line, the fundamental trade-offs involved as a result of the natural tension between supply chain and marketing/sales, the effect of variability on supply chain and operational performance and the design factors of an operationally excellent organization.

**January 13 - June 26, 2011**

**Real Estate Executive Development Program**

This program was established in 2009 in partnership with the National University of Singapore (NUS) and the real-estate community in Egypt, lead by DMG Mountain View, the founding corporate partner of the Real Estate Academy. The 19-day executive development program consisted of seven modules covering various aspects of the real estate business, as well as urban land use and planning of the Egyptian market. The program included an elective five-day intensive study trip to Singapore.
International Executive Education Institute Customized Programs

The International Executive Education Institute (IEEI) designs and delivers customized programs to select organizations in Egypt and the region. IEEI’s value proposition is the diverse pool of highly specialized faculty and instructors from top-ranked institutional partners worldwide: Rotterdam School of Management, Continuum, Center for Creative Leadership (CCL), Wisconsin Madison, EADA, and others. In 2010 - 2011, IEEI designed and delivered three customized programs through which participants enjoyed unique international experiences.

Etisalat Misr
IEEI offered Etisalat Misr the Building Leaders in a Dynamic Global Market program to 62 participants of senior management over a 12-month period and in partnership with six institutional partners including Wisconsin Madison, Continuum, Rotterdam School of Management, faculty members from INSEAD and the SP Jain Center of Management.

General Motors
The GM STAR program was offered to 33 participants, in partnership with Rotterdam School of Management and Wisconsin Madison.

Housing and Development Bank
The IEEI Executive Training program for the Housing and Development Bank was offered to 30 participants over a two-week period. The program included in class training sessions as well as site visits.
International Executive Education Institute Forums

December 1, 2010

Human Resource Conference Luncheon and Networking

Human resource specialists attended this luncheon and networking event, for which the purpose was to introduce participants to the International Executive Education Institute and its new Advanced Human Resource Executive Development Program. The program is offered in partnership with leading academic and professional institutions in Egypt and internationally. The new program aims to meet the needs of HR professionals in Egypt and the region.

January 13, 2011

Forum on the Dynamics of Real Estate

One hundred and forty prominent real estate industry leaders came together to celebrate the launch of the first Real Estate Executive Development Program (RE-EDP) in Egypt. The program was offered by IEEI’s Real Estate Academy and the National University of Singapore’s Department of Real Estate. The event included speeches by former Minister of Housing Ahmed El Maghrabi, President Lisa Anderson, Dean Sherif Kamel, Director of the Department of Real Estate at the National University of Singapore Yu Shi Ming, and Regional Representative of the Royal Institute for Chartered Surveyors RICS Jim Drysdale.
International Events Attended by IEEI Staff


2010 EFMD Executive Education Meeting, Ashridge, UK, October 10-12, 2010, attended by Ghada Howaidy, Director.

GRI (Global Real Estate Institute) Event, Sharm ElSheikh, Egypt, November 2010, attended by Ghada Howaidy, Director, Sherine Gad ElMawla, Senior Corporate Relations Manager, Sherine ElMeshad, Academic Partnerships Manager, and Sabreya ElShoura, the Real Estate Academy Program Manager.


EFMD Conference on Master Programs, Barcelona, Spain, 13 – 15 Dec 2010, attended by Sherine Gad ElMawla, Senior Corporate Relations Manager.


AABS Annual Members Meeting, University of Cape Town (UCT), Graduate School of Business, Cape Town, South Africa, April 2011, attended by Sherine Gad ElMawla, Senior Corporate Relations Manager.

April 9, 2011
CEO Roundtable on Prospects for the Real Estate Industry
The Real Estate Academy organized a roundtable to discuss some of the most pressing issues within today’s real estate industry. Andrew Baum, professor of land management at the Henley School of Business, served as the director and moderator of the roundtable, using models from 1990’s Eastern Europe to demonstrate the changes that occur within the real estate industry during transitional periods similar to the one Egypt is facing. Baum also shared strategies that can be implemented to overcome difficulties in such challenging times.

June 13, 2011
Affordable Housing Forum
With the aim of pushing Egypt closer to a superior affordable housing delivery system, this event brought together experts from the United States, Mexico and Turkey to recount their successful experiences in this area of development. The event was also an opportunity to synergize public and private sector efforts in establishing affordable housing in Egypt. Speakers in this forum included the U.S. Affordable Housing Institute, Mexico’s Infonavit and The Housing Development Administration of Turkey, as well as corporate and government representatives of real estate sector in Egypt.
“Innovative and relevant management education is no longer the exclusive domain of some Western or Asian business schools.

Under the leadership of Dean Sherif Kamel, the School of Business of The American University in Cairo is now one of the leading institutions in the Middle East offering rigorous and relevant education and training to existing and future executives, who are the major agents of change and development in the region.”

Gabriel Hawawini

Henry Grunfeld Chaired Professor of Investment Banking and former dean of INSEAD, France and Singapore, member of the Dean’s Strategic Advisory Board, School of Business, AUC
May 17 - 20, 2011
Open Africa Innovation Research Workshop
Nagla Rizk participated in the workshop for the Open Africa Innovation Research (AIR) project, organized by the University of Cape Town and the University of Ottawa held at Cape Town, South Africa. A2K4D has been selected as the northern hub for Open AIR, and Rizk has been selected as a member of the project’s steering committee. Participating institutions presented and discussed proposals for case studies on the project’s various themes. Rizk presented the two proposals by A2K4D and Tunisian affiliates, and participated in setting the action plan for the next phase of the project.

May 28, 2011
An Egyptian National Open Source Adoption Strategy
A2K4D partnered with the Arab Digital Expression Foundation (ADEF) in hosting an event that addresses the Egyptian national open source adoption strategy, which is a key research area for A2K4D and one of the subjects of A2K4D’s first book, Access to Knowledge in Egypt: New Research on Intellectual Property, Innovation and Development (Bloomsbury Academic, 2010). As the first of a series of planned activities, this event was well-attended by members of the Egyptian open source community, civil society and government.
A2K4D held its second annual workshop at AUC Tahrir Square, which looked at ways through which knowledge and technology can intersect to maximize access and democratization — components held as crucial catalysts for human development. The event was split into two sessions. In the first session, presenters gave multidisciplinary examples of knowledge democratization through advocacy and technology tools. The second panel looked at technology democratization, analyzing the struggles of free and open source software (FOSS) in the Arab world. The panel was comprised of A2K4D’s research team, which included members from Syria, Morocco, Tunisia, Jordan, Saudi Arabia, Lebanon and Egypt.
Mini Cases (three to five single spaced pages)
KCC has published 13 mini cases this year, in addition to 22 mini cases that are at the editing stage. These include cases in collaboration with the Gerhart Center, UNDP Egypt, and Aramex. KCC partnered with MIT Press to publish a special issue of their journal *Innovation*, focusing on for-profit entrepreneurship in the MENA region. Sixteen mini cases will be included.

Micro Cases (less than one page)
KCC published 28 micro cases, including 26 profiles of companies and entrepreneurs, in collaboration with INJAZ Egypt. KCC developed a case study on ElSou2.com to be used at the Endeavor Egypt competition.

Workshops

Case Writing Workshops
KCC conducted six workshops targeting undergraduate and MBA students, staff at AUC’s John D. Gerhart Center for Philanthropy and Civic Engagement and United Nations Development Programme in Egypt.

Case Solving Workshops
KCC conducted three workshops for undergraduate business students, two of which were held by McKinsey & Company in Dubai.
The School of Business: Annual Report 2010 - 2011

November 27, 2010
First Case Solving Competition


“KCC-McKinsey & Company’s case solving competition was one of the best experiences a business student could have”
Mahmoud Abdalla, undergraduate business senior participant and third place winner

“The competition was an exceptional opportunity to apply and enhance our problem solving skills”
Ali Khadr, member of the team that won the competition

Centers and Programs

RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

Competitions

November 10, 2010
KCC National Undergraduate Case Writing Competition
KCC announced the top three winners of the competition, which involved participants from The American University in Cairo, The British University in Egypt and Misr International University. A total of 24 cases were submitted with 15 cases partially accepted for publication at KCC.

November 10, 2010
KCC national undergraduate Case Writing Competition
KCC announced the top three winners of the competition, which involved participants from The American University in Cairo, The British University in Egypt and Misr International University. A total of 24 cases were submitted with 15 cases partially accepted for publication at KCC.
The McGill Management International Case Solving Competition
Four undergraduate students from the School of Business at AUC and faculty advisor Ahmed Tolba participated in the McGill Management International Case Solving Competition (MMICC) for 2011, Montreal, Canada. This participation was part of the winning prize of the KCC-McKinsey & Company’s case solving competition, which was held at AUC in November 2010. During the first couple of days, students participated in networking and cultural activities. As the only MENA region team, AUC students competed against teams from 10 internationally renowned universities in a 24-hour case solving competition. The AUC team benefited greatly from the overall experience.
The School of Business: Annual Report 2010 - 2011

TechWadi - auC School of business mentorship roundtable and panel

This major entrepreneurship day started with a roundtable discussion for 32 pre-selected young entrepreneurs who met mentors from TechWadi, Silicon Valley and the region to discuss challenges and opportunities. The day’s main aim was to build bridges, provide mentoring opportunities to the country’s aspiring entrepreneurs and promote entrepreneurship in Egypt. In the afternoon, more than 200 people attended the leadership panel titled “The Promise of Entrepreneurship for Egypt,” which was open to AUC students, alumni and business executives. The panel discussed the role local leaders can and must play to facilitate a vibrant and thriving ecosystem, and featured several high-profile panelists such as Wael Ghonim, head of marketing at Google MENA and as well as TechWadi100 charter members.

Entrepreneurship and Innovation Program (EIP)

Ossama Hassanein appointed Willard W. Brown Chair of International Business Leadership

Ossama Hassanein, partner at the Rising Tide Fund and chair of TechWadi’s board, was appointed Willard W. Brown Chair of International Business Leadership for the academic year 2010 - 11. Hassanein is also a member of the Dean’s Strategic Advisory Board, School of Business, AUC. His extensive experience in entrepreneurship and vast network of contacts provided the program with invaluable opportunities to connect with prominent entrepreneurs, angel investors, domain experts and inspiring role models. Throughout the year, the school planned various programs for Hassanein to meet with undergraduate students, graduate students, and alumni. Hassanein also participated in prominent school-wide events, such as MBA debates, Meet the CEO series, and IT forums, as well as other events organized with business associations and organizations outside AUC.

October 26, 2010

TechWadi - AUC School of Business Mentorship Roundtable and Panel

Left to right: Wael Ghonim, Constantin Delivanis, and Ossama Hassanein speak in the panel discussion (October 26, 2010)
Launch of the alumni Entrepreneurship interest Chapter
AUC’s Office of Alumni and Trustee Affairs launched the entrepreneurs’ chapter during the TechWadi panel at Moataz Al Alfi Hall, AUC New Cairo. Chapter leader Tarek Howeidy ’98 gave a speech to the attendees in which he talked about his entrepreneurial experience and introduced the Loyal for Life AUCian campaign.

Global Entrepreneurship Week
As a partner in the 2010 Global Entrepreneurship Week (GEW), the School of Business organized an Entrepreneurship and Innovation Program (EIP) panel for students titled “Learn from Experience: true successes and failures”; a student workshop by Hatem Azzam, chief executive officer of Onspec Tawakol for Engineering; a seminar for graduate students titled “An Experience of an Entrepreneur” by Ashraf Sheta, general manager of Shetates; a roundtable discussion on teaching entrepreneurship, which brought together Egyptian faculty from public and private universities; and a training session on entrepreneurial finance for faculty titled “Creating a University Ecosystem for Entrepreneurship”, led by Youssef Bassida, emeritus professor of entrepreneurship and family enterprise at INSEAD and organized with Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program. Al-Khazindar Business Research and Case Center also held an awards ceremony for its first national case writing competition, for which entrepreneurship was the theme.

“Entrepreneurship is a key foundation of Egypt’s economic future. AUC’s School of Business has chosen to bridge the gap between business education and practice in a very impressive, ambitious manner.

Driving the ecosystem creation is what we have already seen in a very short time with tremendous results.”

Nader Iskander
Chief executive officer, Enterprise Mobility Solutions EME; member of the Entrepreneurship and Innovation Program (EIP) Council, School of Business, AUC
November 21, 2010

Students In Free Enterprise Egypt Leadership Training

To prepare students to become future leaders, the School of Business’s EIP hosted the Students in Free Enterprise Egypt (SIFE) leadership training program, sponsored by Exxon Mobil, which brought together 700 students from 28 different universities across Egypt. The day-long training session included workshops on career networking, professional development and student leadership. The event focused on helping students acquire the time management and organizational skills necessary for success in a highly competitive entrepreneurial marketplace.

November 24, 2010

Princess Maxima of the Netherlands Lecture

Speaking at AUC in a lecture co-sponsored by the School of Business, the United Nations and the Embassy of the Kingdom of the Netherlands, Her Royal Highness Princess Máxima of the Netherlands discussed ways to improve financial services for those most disenfranchised by the current financial system. Princess Máxima’s visit to AUC coincided with the announcement of the first guidelines published by the Egyptian Financial Supervisory Authority (EFSA) to protect Egyptian microcredit borrowers and lenders. Microcredit industry professionals have hailed this initiative as a considerable and necessary step forward for microcredit regulation in Egypt. Ziad Bahaa-Eldin, AUC trustee, alumnus and chair of EFSA, also gave a speech at the event.
that tours seven countries in the Middle East with the purpose of developing regional Web content, services and applications through fostering entrepreneurship. With more than 500 attendees (of an average age of 23), the Cairo ArabNet Workshop had the highest participation rate among all ArabNet Roadshow workshops. The event boasted eight speakers, who presented four different panels/sessions on the legal, financial, entrepreneurial and industry perspectives of a startup.

January 6, 2011

Global Social Venture Competition: The Social Impact Business Plan

The Global Social Venture Competition (GSVC) is the largest and longest-running social business plan competition providing mentoring, exposure, and $45,000 in prizes. EIP and GSVC invited entrepreneurs and MBA students to a discussion titled “Social Impact Business Plan,” moderated by Ossama Hassanien, Willard W. Brown Chair of International Business Leadership. The event preceded a presentation on GSVC competition rules and a networking session. Around 60 participants attended the event and 15 entrepreneurs presented their ideas, looking for applicants in order to form teams.
march 21, 2011
AUC School of Business Hosts Egypt Rising Event, in Partnership with TechWadi

In partnership with TechWadi, the Silicon Valley-based non-profit organization working to promote entrepreneurship in the Middle East and North Africa (MENA) region, EIP organized the Egypt Rising event which aimed at stimulating economic development through entrepreneurship. The event brought together successful Arab expatriates and leading thinkers in education, business, technology, and health care. The event targeted four complementary areas that have a direct impact on innovation and entrepreneurship: health care, mentorship, incubation, and venture capital. The event started with a screening of videos from Tahrir Square, followed by two speeches by Wael Ghonim, Google’s marketing executive who became a leading figure in Egypt’s pro-democracy demonstrations and Jawad Nabulsi, partner in TTS Lead consulting management firm and partner in Boost Business Incubator.

January 15, 2011
The Alexandria Business Association Event

EIP arranged an informational event on entrepreneurship with the Alexandria Business Association’s (ABA) Youth Committee. The keynote speaker was Ossama Hassanein, Willard W. Brown Chair of International Business Leadership. Invitations were extended to entrepreneurs, well-established business owners and corporate managers, in addition to select fresh graduates from AIESEC and SIFE International, to attend the occasion. The event offered ABA youth committee members the opportunity to learn important lessons on the practical components of developing entrepreneurial projects, and covered topics such as growing businesses, penetrating global markets, fundraising, access to venture capitalists and introduced the concept of an angel investor. ABAVC has its own Young Entrepreneur Program (ABA-YEP), which is currently incubating three projects.
Entrepreneur’s Startup Weekend

Entrepreneur’s Startup Weekend (April 28, 2011)

EIP and National Net Ventures (N2V) delivered another business first in Egypt, with the first Cairo Startup Weekend, an adaptation of a model developed by Seattle-based nonprofit StartUpWeekend.org. The 54-hour schedule of events is designed to mentor and support community entrepreneurs. Cairo’s weekend boasted 250+ participants, 30+ volunteers, 20+ mentors, six judges, 58 pitches, 32 teams, six prizes from N2V, including the grand prize and two prizes each from Nokia and Orange, and around 700 viewers on live-streaming.

The event began with a round of networking and brainstorming on Thursday evening. The idea creators then presented their 60 second open-mic pitch. A pitch had to be good enough to entice the co-workers needed from the other participants – developer, artist, marketer, system admin and legal advisor – to join the team. From then on, the teams worked around the clock until the final presentations on Saturday at 5:00 pm. Teams then presented a proof-of-concept/minimum-viable product and the business plan, seeking to illustrate convincingly the potential for huge profits. The event’s partners, notably Sawari Ventures, AmCham and USAID, were on-site throughout the event.

“Entrepreneur’s Startup Weekend Winning Team (April 28, 2011)“

“It’s about creating a new mindset in the Egyptian economy. The economy needs growth, and entrepreneurs are the main creators of growth.”
Maged Ghoneima, founder of Sponsor Wireless Stars

“My start-up business was greatly helped by incubation, so I’m here to help the next generation of entrepreneurs.”
Mohammed El-Garhi, founder of basharsoft.com

“When we heard about this event, we wanted to help and give back to the community. We want this event to be the start of the new era in Egypt of celebrating entrepreneurs. They create most of the wealth and jobs in an economy.”

“I’m looking for execution, with strong business potential. No pie in the sky ideas.”
Omar Christidis, founder of Arab Net, (Judge)

“We’re focused on high-growth start-ups, facilitating boot-camps, and setting up business-angel networks. Although ECP is industry agnostic in general, in Cairo the spotlight is on hi-tech IT businesses.”
Mike Ducker, from USAID’s Egypt Competitiveness Project, providers of technical and financial aid

“Egypt is truly the land of opportunity right now. This is one of the StartUp Weekends where I’m leaving the most inspired. It normally takes organizers 3 or 4 events before they reach the level of participation, community spirit and energy Cairo has with its first event.”
Clint Nelsen, from USAID’s Egypt Competitiveness Project, providers of technical and financial aid
RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

June 5, 2011
INJAZ Student Competition
EIP, in partnership with INJAZ Egypt Foundation, held an event for young entrepreneurs at AUC New Cairo. The event pitted two student companies - Oh!Snap” from the British International School of Cairo and Ecohusk from Cairo American College. The two teams competed against each other for the title of Young Entrepreneurs of the Year 2011. Cairo American College’s Ecohusk was ultimately chosen to represent INJAZ Egypt Foundation at the INJAZ Al-Arab annual regional competition, which will be held in Dubai. Ecohusk offers a sustainable and environmentally-friendly business plan that aims to design and produce a range of biodegradable products from rice husks.

June 12, 2011
EIP - INJAZ Egypt Honor Volunteers at Networking and Feedback Event
EIP and INJAZ Egypt recognized the hard work contributed by volunteers in every INJAZ program with a networking and feedback event at AUC Tahrir Square. The nearly 200 private-sector volunteers who came to the event had the opportunity to reflect on their experiences working as volunteers, to network with colleagues who share a commitment to Egypt’s next generation and to enjoy a great musical performance by the band Ana Masry.
RELEVANT, CURRENT AND INNOVATIVE CURRICULA AND PROGRAMS

June 2011

LearnServe Egypt

EIP, together with the Institute for Education, launched the 2011 LearnServe Egypt program in an effort to capitalize on the upswing in interest in entrepreneurship and social development in Egypt. The program’s objective is to bring together young people from the U.S. and Egypt for the chance to work together in multi-cultural teams on socially responsible business ideas, while learning about entrepreneurship and innovation and gaining practical experience. The program is conducted over a six week period; two weeks in Egypt, two weeks virtually and the last two weeks in the United States, culminating with the three teams presenting their business ideas to potential investors in both Egypt and the United States. In the U.S., the program is sponsored by the Institute for Education, LearnServe International, and Mercator XXI, and affiliated with Philadelphia University’s City Science Center and Lafayette College.

“...The opportunity to stay at AUC was exceptional and greatly enjoyed by all, as were the speakers we received from many of the University’s distinguished departments. We would like to thank AUC’s School of Business for its support of this incredible new program where all of us have learned more than we thought possible in the past six weeks. We all had an amazing experience at AUC and have every intention to return in the future.”

Siler Bryan, Zaina Egyptian Handicrafts
(and Nada Hamada, Skyla Lilly, Omar Abdel Maksoud)

“It was great visiting AUC’s wonderful campus and experiencing the vibrancy of Egypt. We had a tremendous time.”

Cornelius Queen, John Hopkins University, Bachelor of Arts in International Studies Class of 2011
(and Ali Darwish, Reem Shalaby, Jordan D’Eri)

“The team which has gotten the most sizeable fund from venture capitalists included myself as well as another junior business administration (finance) student from AUC. The School of Business’ vision of positioning our University at the forefront of leadership, entrepreneurship and innovation in Egypt as well as the entire region is, without a doubt, working beautifully. Students of the school stand as a testimony to this and to the effort of the entire School of Business faculty.”

Farida Kamel, Luna Yuan, Michael Klemens, Abderahman Khalifa
The management team at Ratum Technologies
In partnership with a large group of volunteering entrepreneurs and SAS, the Technology Innovation and Entrepreneurship Center (TIEC), TechWadi, and the EU-Tempus, EP started the Startup Summer Camp to boost entrepreneurship awareness in Egyptian society and provide training, mentorship and guidance to aspiring entrepreneurs. The camp was held in more than 10 cities across Egypt, and incorporated a wide range of areas such as the medical, energy, and engineering fields. The program is highly competitive with only 300 participants selected from a pool of 1,200 applicants. It consisted of a two-week training program, in which participants received training to help them create their business plans. Google, Nokia, Microsoft, and Arpu+ held networking events to mingle with mentors and help them choose their teams. Teams are to present their business plans and prototype in October 2011.
STRATEGIC GOALS

Promoting Excellence in Teaching, Research and Intellectual Contribution
The Faculty Teaching Development Fund (FTDF) was founded to ensure that faculty members are continuously exposed to recent developments in their disciplines and that their knowledge and skills are regularly updated and developed.

Recipients of Faculty Research Development Fund Awards (2011)
These were awarded to faculty members with exceptional contributions to the quality of the school’s research output. Awards were announced at the School of Business retreat on May 7, 2011.

Monal Abdel Baki ’83 ’88, assistant professor of economics
Islam Azzam ’98, associate chair of the Department of Management, assistant professor of finance
Khaled Dahawy ’90, associate professor of accounting, director of the MBA Programs
Dilip Ghosh, professor of finance
Mohamed Hegazy, professor of accounting
Maha Mourad ’95 ’99, assistant professor of marketing
Mona Said ’89 ’91, assistant professor of economics
Khaled Samaha, assistant professor of accounting
Abdelkrim Seghir, associate chair of the Department of Economics, assistant professor of economics
Angie Zaher ’00, assistant professor of accounting

"After setting the clear vision, this past year was that of action to execute the vision. The execution relied on both hard work and teamwork. The vision started to materialize like a Polaroid picture that reveals itself in front of you; every detail that appeared confirmed that the vision was not just a dream. The determination of the faculty under the leadership of Dean Sherif Kamel has turned that dream into reality."

Adel Danish
Chair and chief executive officer, Xceed; chair of the Dean’s Strategic Advisory Board, School of Business, AUC
Dean of School of Business Tapped for Technology Honor

Sherif Kamel ’87 ’90, dean of the School of Business, was honored by the Cabinet of Egypt Information and Decision Support Center (IDSC) for his 14 years of leadership at the organization. The award was given by Prime Minister of Egypt Ahmed Nazif on the 25th anniversary of the establishment of IDSC. Kamel, who worked at IDSC from 1987 to 2000, began as a research assistant immediately after his graduation from AUC. He eventually became the founding manager of the organization’s training department. During his time leading the training department, the department trained more than 100,000 government employees, a task which amounted to millions of training hours logged.

Mohga Badran Receives Distinguished Service Award

Mohga Badran ’72 ’75, chair of the Department of Management and professor of management, was awarded the Distinguished Service Award by the University Senate for her 25 years of service at AUC.

Ministry of Higher Education Recognizes Entrepreneurial Expert Tarek Hatem

Tarek Hatem, professor of management, has been selected to join a prestigious national committee charged with preparing Egyptian students for the competitive global marketplace by developing their innovation and entrepreneurial skills. The National Committee for the Development of Entrepreneurship Curriculum in Egyptian Public Universities, which convened for the first time in early September 2010, includes faculties from several Egyptian universities and representatives of the Middle East Council of Small Business and Entrepreneurship. It is chaired by the advisor of the Ministry of Higher Education for International Cooperation.

Faculty Awards

PROMOTING EXCELLENCE IN TEACHING, RESEARCH AND INTELLECTUAL CONTRIBUTION
PROMOTING EXCELLENCE IN TEACHING, RESEARCH AND INTELLECTUAL CONTRIBUTION

December 12, 2011
The Fall Undergraduate Honors Assembly
Distinguished Faculty Award

Shawki Farag, Chair of the Department of Accounting and Professor of Accounting

May 3, 2011
Graduate Honors Assembly
Faculty Appreciation Award

William Mikhail, Professor of Economics
Samir Youssef, Professor of Management and International Business
May 8, 2011
The Spring 2011 Undergraduate Honors Assembly

Excellence in
Teaching Award
Ahmed Kamaly ’91 ’95,
Chair of the Department
of Economics
Associate Professor
of Economics

Excellence in
Research Award
Karim Seghir,
Associate Chair of the
Department of Economics
and Assistant Professor
of Economics

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

Appreciation Award
Late Wafik Younan,
Associate Professor of Economics
(Award received by his daughter)
### May 7, 2011
School of Business Retreat
Certificates for Distinguished Efforts

- Ahmed Abdel-Meguid, assistant professor of accounting
- Mohamed Al Ississ, assistant professor of economics
- Khaled Dahawy ’90, associate professor of accounting and director of the MBA program
- Hamed Shamma ’99 ’02, assistant professor of marketing
- Ahmed Tolba ’97 ’01, assistant professor of marketing and director of El-Khazindar Business Research and Case Center
- Medhat Hassanein, Professor of Finance and Banking and Egypt’s former Minister of Finance
  Hassanein, who has been the chair of the Council of the School of Business from 2009 to 2011, has been reelected for the 2011 to 2013 term.

### Galal Amin Retires After 44 Years of Teaching
After 44 years of instruction, AUC bid farewell to Galal Amin, a distinguished professor, prominent economist and prolific writer. Amin, who retired in Summer 2010, has taught different economics courses at AUC since 1979 including Introduction to Microeconomics, Economic Development, Philosophy of Economics, and History of Economic Thought.

“*I have been a teacher at AUC’s School of Business for about half a century.*

The first time I taught there was in 1966, and I became professor emeritus a few months ago. That makes my association with AUC’s business school longer than two thirds of my life and as much as four-fifths of all my working years.

I must say how grateful I am to this school, its teachers, students, and administrators for allowing me to lead a very happy and productive life for so many years.

They gave me intellectual stimulation, warmth of feeling, and sufficient comfort to enable me to concentrate on academic work. It gives me pleasure to have this opportunity to express my gratitude.”

*Galal Amin*
Emeritus Professor, Department of Economics, School of Business, AUC
Monal Abdel Baki ’83 ’88, assistant professor of economics

Publications

Refereed Journal Articles


Book Review

Book Chapters

Refereed Papers in Conference Proceedings


PROMOTING EXCELLENCE IN TEACHING,
RESEARCH AND INTELLECTUAL CONTRIBUTION

Events


Ahmed Abdel-Meguid, assistant professor of accounting
Publications
Refereed Journal Articles:


Events
Presented a research paper at the 34th European Accounting Association (EAA) Annual Congress, Luiss Guido Carli University, Rome, Italy, April 20 – 22, 2011.


Participated in the Association to Advance Collegiate Schools of Business (AACSB International) Sustainability Conference, North Carolina, USA, June 15 -17, 2011.


Angie Abdel Zaher '00, assistant professor of accounting

Publications

Refereed Journal Articles:


Events

Participated in an auditing session titled The Association between Audit Opinion and Executive Turnover at The American Accounting Association’s (AAA) 2011 southeast region meeting, Destin, Florida, the United States, April 7-9, 2011.

Mohga Badran ’72 ’75, chair of the Department of Management and professor of management

Events:

Presented a paper titled “West Meets (Middle) East: Psychological Capital and Job Satisfaction”, by Mohga Badran and Carolyn Youssef, at the Academy of Management’s annual meeting, San Antonio Texas, August 12-16, 2011.


Events


Attended the European Case Clearing House (ECCH) Teaching with Cases Workshop, London, United Kingdom, June 29 – July 2, 2011.

Book Chapters


The Late Stephen Everhart, associate dean for undergraduate studies and administration

Events

Served on the opening plenary at the AACSB Annual Accreditation Conference, delivering a talk on “The Value of International Accreditation”, Houston, Texas, United States, October 2010.


Hala El-Ramly ’85, associate professor of economics

Events

Participant and discussant at the 31st Annual Conference of the Middle East Economic Association held in conjunction with the 2011 Annual Convention of the Allied Social Science Associations (ASSA), Denver, Colorado, United States, January 6 - 9, 2011.

Visiting researcher in the Economics Department of the University of Houston, Texas, United States, April – May 2011.

Abeer ElShennawy’92, assistant professor of economics

Events


Attended the American Economic Association and American Finance Association Annual Meetings, Denver, Colorado, United States, January 2011.
AuC's School of Business Mourns Associate Dean Stephen Everhart

Sadly, Professor Everhart was killed on Thursday, June 23, 2011 in Baghdad when a bomb exploded near his car as he was returning to the U.S. Embassy compound after meetings at a Baghdad university. Once exams were finished for the spring semester, former Associate Dean Steve Everhart headed off to Baghdad to teach the basics of The Association to Advance Collegiate Schools of Business (AACSB) accreditation at a daylong USAID sponsored event attended by 40 Iraqi business school deans and administrators, plus senior members of the Minister of Higher Education’s advisory staff. This initiative is part of a larger USAID program designed to propose specific upgrades to the current Iraqi curriculum in finance and banking, designed to raise them to international standards. AuC remembers Stephen Everhart as a remarkable and driven scholar, intent upon raising the bar for business education and entrepreneurship in Egypt and other developing nations.

PROMOTING EXCELLENCE IN TEACHING, RESEARCH AND INTELLECTUAL CONTRIBUTION

Attended the Association of University Technology Managers Annual Meeting, Las Vegas, Nevada, United States, February 2011.


Attended the AACSB ICAM Annual Meeting in New York City, USA, April 2011.

Attended the NAFSA annual meeting as part of the AuC delegation, Vancouver, Canada, May 2011.

Served on the opening plenary at the CIBER Annual Conference delivering a talk on “International Institutions Deans’ Perspectives on Study Abroad - Inbound and Outbound,” Vancouver, Canada, May 2011.

Gave an invited talk on “Building an American-Style Business School in Emerging Markets” at the Tan Tao University, Ho Chi Minh City, Vietnam, May 2011.

As a guest of the USAID Iraq program, Baghdad, Iraq, June 2011, visited Al-Mansour University-College of Business, delivering a talk on “The Value of International Accreditation.” The University of Baghdad’s College of Business, delivering a talk on “Accreditation Basics-From National Initiatives to International Bodies.”
Shawki Farag, chair of the Department of Accounting and professor of accounting

Publications

Refereed Papers in Conference Proceedings


Events

Speaker and paper presenter at the 2nd Balkans and Middle East Countries Conference on Auditing and Accounting History, Istanbul, Turkey, September 15 – 18, 2010.

Published interview in the Turkish Paper Turquoise Daily News, September 18, 2010.


Speaker at the Illinois International Accounting Symposium 2011, held jointly with the University of Macedonia, Thessaloniki, Greece, June 23 - 25, 2011.

Speaker, discussant, and chair at the American Accounting Association’s 2011 Annual Meeting, Denver, Colorado, United States, August 6 - 10, 2011.

Steven Formaneck, assistant professor of operations management

Publications

Refereed Papers in Conference Proceedings


Events


Participated at The International Conference and Exhibition on Knowledge-Based Business, Industry and Education (KBIE), Bahrain, January 8 - 10, 2011. Presented papers titled “Development of a Hierarchical Decision Method for Both Multiple Uncertain Decision Problems and Problems with Continuous Decision States and Infinite or Continuous Decision Solutions”, “The Use of Mathematical Software in Undergraduate Education”, “Human Resource Management Decision-Making Using a Constrained Shortest Path Approach”. 
PROMOTING EXCELLENCE IN TEACHING,
RESEARCH AND INTELLECTUAL CONTRIBUTION

Tarek Hatem, professor of management

Publications

Book Chapters


Events


Participated at the Best Practices in Entrepreneurship Policy (B-PEP), Arab regional conference of practitioners and scholars, Dubai, November 7 - 8, 2010.
Mohamed Hegazy, professor of accounting

Publications

Refereed Journal Articles


Book


Book Chapters


Refereed Papers in Conference Proceedings


Events

Presented a research paper titled “The Development of Key Financial Performance Indicators for UK Construction Companies” at the European Accounting Association 34th Annual Congress, Luis University, Rome, Italy, April 21 - 23, 2011.


Ahmed Kamaly '91 '95, chair of the Department of Economics and associate professor of economics

Publications

Refereed Journal Articles


Refereed Papers in Conference Proceedings


Book Chapter


Events


Invitee and a participant in the tenth Arab Planning Institute International Conference on financing development, Beirut, Lebanon, April 2011.
Sherif Kamel ’87 ’90, dean of the School of Business

Publications

Refereed Journal Articles

Refereed Edited Books

Refereed Book Chapters


Refereed Papers in Conference Proceedings


Refereed Teaching Cases

Non-Refereed (Invited) Cases

Non-Refereed (Invited) Journal Articles
PROMOTING EXCELLENCE IN TEACHING, RESEARCH AND INTELLECTUAL CONTRIBUTION

Events


Presented on School of Business Overview, AUC Friends and Supporters, Yale Club, New York, USA, April 26, 2011.


Samples of Faculty Publications and Participation in Regional and International Events (in alphabetical order)
Maha Mourad ’95 ’99, assistant professor of marketing

Publications

Refereed Journal Articles


Non-Peer Reviewed Journals


Events

Presented a paper titled “Branding Islamic Higher Education Institutes: Empirical study on the Middle East” at the Global Islamic Marketing Conference, organized by Emerald (UK) and United Arab Emirates University, Dubai, U.A.E., March 20 - 22, 2011.
Invited to give a talk titled “Education, Freedom and Nation Building” at Tedx Carthage, Tunis, Tunisia, March 17, 2011.

Guest on Express FM, Tunisian Radio Program on open government and transparency, Tunis, Tunisia, March 18, 2011.

Gave a talk on “Online Collaboration and the Arab Spring” to students at Columbia University’s Business School, New York City, United States. August 23, 2011.

Participated in a panel discussion titled “Development Agendas in a Changing World” at the Global Congress on Intellectual Property and the Public Interest with distinguished experts in the field from a number of international organizations and other developing countries. The talk was entitled “Access to knowledge for development, thoughts from Egypt”. Washington, D.C., United States, August 25 - 27, 2011.

Gave the opening remarks, together with colleagues from the A2KGA, at the Access to Knowledge Global Academy Workshop on the progress made with projects and plans for the future, Washington, D.C., United States, August 28, 2011.

Held research meetings at Harvard University, Berkman Center for Internet and Society, to further discuss the joint research project on investigating the role of the Internet and new media in the protests in the Middle East and North Africa, and set an action plan for the coming phase, Cambridge, MA, August 29 - 31, 2011.
Mona Said ’89 ’91, assistant professor of economics

Publications

Refereed Journal Articles


Events


Advisor of the The Paris Symposium, AUC Graduate Student Group; to prepare Egypt document presented in the high-level New-World, New Capitalism forum, along with Columbia, LSE and Science Po students, Paris, France, January 6, 2011.


Chair of a session on marriage, fertility and retirement and presenter in a session on wages, remittances and migration in a seminar on Jordan’s labor market panel survey, organized by the ERF and the Jordanian National Center for Human Resource Development, Amman, Jordan, June 1 - 2, 2011.


Presented a paper during the Middle East Economic Association 10th Annual International Meeting, Barcelona, Spain, June 23 - 24, 2011.
Khaled Samaha, assistant professor of accounting

Publications

Refereed Journal Articles


Refereed Edited Book

Refereed Book Chapters


Refereed Papers in Conference Proceedings


PROMOTING EXCELLENCE IN TEACHING,
RESEARCH AND INTELLECTUAL CONTRIBUTION

Samples of Faculty Publications and Participation in Regional and International Events (in alphabetical order)

Abdelkrim Seghir, associate chair of the Department of Economics and assistant professor of economics

Publications

Refereed Journal Articles


Events

EFMD-EURAM Program on Developing Research Managers: Creating Research Leadership in Europe, Brussels, October 2010 and December 2010. The events prepare individuals in business and management schools to step into significant research management roles through exposure to a wide range of strategic and operational concerns.


Events

Participated at Taskforce on the Growth of Corporate Governance in the Region, organized by Organization for Economic Co-operation and Development (OECD), Muscat, Oman, October 31 - November 1, 2010.

Participated at the 34th European Accounting Association (EAA) Annual Congress, organized by the European Accounting Association and Luiss Guido Carli University, Rome, Italy, April 20 – 22, 2011; Presented a paper titled: “Internal Control Mechanisms and Corporate Narrative Reporting in listed Egyptian Companies: the Case of EGX 100.”
PROMOTING EXCELLENCE IN TEACHING, RESEARCH AND INTELLECTUAL CONTRIBUTION

Tarek Selim '82 '95, associate professor of economics

Publications
Referred Journal Articles

Referred Papers in Conference Proceedings

Events


Iman Seoudi ’95 ’00, assistant professor of management

Publications
Referred Journal Articles

Events

Attended the International Management Teachers’ Academy (IMTA), Bled, Slovenia. Developing a new generation of management educators for a new generation of business leaders CEEMAN’s IMTA (International Management Teachers Academy) program, June 4 - 18, 2011.

Attended the Teaching with Cases course offered by the European Case Clearing House (ECCH), London, UK. June 30 – July 2, 2011. Course instructor: Professor James Erskine, Richard Ivey School of Business, University of Western Ontario, Canada
Hamed Shamma’99 ’02, assistant professor of marketing

Publications

Refereed Journal Articles

Refereed Papers in Conference Proceedings


Events
PROMOTING EXCELLENCE IN TEACHING,
RESEARCH AND INTELLECTUAL CONTRIBUTION

Ahmed Tolba ’97 ’01, director of El-Khazindar Business Research and Case Center and assistant professor of marketing

Publications

Books


Book Chapters


Refereed Journal Articles


Refereed Papers in Conference Proceedings


Non-Refereed Journals and Magazines


Events

Speaker in one of the sessions, presentation titled “How to grow entrepreneurial culture in the MENA region?” at Abraaj Capital Celebration of Entrepreneurship Conference (WAMDA), Dubai, November 8 – 9, 2010. Also announced to the media KCC partnership with Aramex to produce 12 case studies on successful entrepreneurs in the region.

Conducted Global Webinar Competing with Emerging Market Multinationals: The Case of Egypt, organized by ICA Institute, Northeastern University, United States, December 21, 2010. This presentation is part of a series of global webinars on multinationals from emerging markets.


Samples of Faculty Publications and Participation in Regional and International Events (in alphabetical order)
Invited to register as Potential Peer Reviewer for the National Priorities Research Program which is the flag ship program of the Qatar National Research Fund.

Acted as a contributor to developing the testing criteria of granting trade license certificates granted by the European Chamber of Trade, Commerce and Industry, Brussels.

Contributed to two articles on business corruption and foreign direct investment in Egypt in Business Today and Egypt Today, May 2011.

Presented a paper titled “Prospects of Social Entrepreneurship in Egypt: A Case Study of a Low-Income Housing Developer” at The Sustainability Challenge: Organizational Change and Transformational Vision conference at the Ashridge Center for Business and Sustainability, a research and consulting body associated with the Ashridge Business Schools, United Kingdom, June 10 - 12, 2011.

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**Samir Youssef, professor of management and international business**

**Publications**

**Refereed Journal Articles**


**Case Studies**


**Refereed Papers in Conference Proceedings**


**Events**

“The leadership and team work that led to a rich academic program, instructors diversity along with highly competent students, made AUC School of Business of high international caliber and a great source of pride to all of us.”

Maged Mansi’88
Chief executive officer, Mansi Eyewear;
member of the Entrepreneurship and Innovation Program Council,
School of Business, AUC
Support and Lifelong Learning Environment
**Support and lifelong learning environment**

### Office of Student Services

The Office of Student Services (OSS) is a one-stop shop designed to provide integrated professional services to the School of Business’s undergraduate students. OSS is committed to providing the best resources and advising available to assist students in achieving their study goals by guiding them through registration processes. OSS utilizes world-class practices to support the school’s mission of developing students’ innovation, leadership and entrepreneurship skills. The office offers opportunities for business students to gain real world experience and explore a variety of career fields through exchange programs, internship opportunities, international competitions and student-related conferences, in collaboration with relevant offices at the University.

"As outstanding students around the Middle East look for world-class business education, AUC’s School of Business comes strongly into the spotlight with its excellent history of preparing business leaders whose education and skills make them the top choice for the best employers in the region."

*Randa Kamel*
Director of enrollment and the Student Service Center, AUC

### Student Scholarship Opportunities

**Youssef Jameel MBA Fellowships (established in 2004)**

During the first half of the 2010 – 11 academic year, three scholarship cohorts were active (the fifth, sixth and seventh cohorts). The fifth cohort ended in Fall 2010 and all fellows graduated in February 2011. The seventh cohort partially commenced in Fall 2010, with 10 fellows enrolled in the MBA and eight recruited for Spring 2011. The Jameel MBA Program is set to continue, having secured a new eighth cohort for admittance in Fall 2011. All cohorts are selected with the same criteria and with the objective to develop future industry leaders in the region. The scholarship is open to Egyptians and Palestinians. Yousef Jameel ‘68, who officially inaugurated the Abdul Latif Jameel Hall at AUC New Cairo, is a prominent Saudi Arabian business leader, philanthropist, long-time University supporter, and devoted alumnus.

**Al-Alfi Foundation MBA Fellowships (established in 2008)**

In February 2010, the Al Alfi Foundation agreed to sponsor five qualified engineering and science graduates to attend the MBA program at The American University in Cairo, alongside the current cohort. The long-term objective of the program is to develop a new cadre of entrepreneurial leaders, who are capable of filling critical positions in Egyptian industries and who have developed integral technical and business skills to compete in a global market. The first cohort intake began in Fall 2008 and graduated in Fall 2010. The second cohort began in Spring 2011.

**Ahmed and Ann M. El Mokadem Fellowships (established in 2010)**

This fellowship’s objective is to support Egyptian students with excellent academic records, who are interested in pursuing graduate studies in the fields of economics and international economic development at AUC.
SUPPORT AND LIFELONG LEARNING ENVIRONMENT

Student Internships
Presented by the School of Business and the Office of Student Services (OSS) in collaboration with AUC’s Career Advising and Placement Services (CAPS)

List of participating students

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armanious Group</td>
<td>Sarah Soliman Daoud</td>
</tr>
<tr>
<td>Banque Misr</td>
<td>Mariana Helmy Nessim, Bank of Alexandria – Alexbank</td>
</tr>
<tr>
<td>Bank of Alexandria – Alexbank</td>
<td>Esmee El Senbati, Farida Refaat Kamel, Lobna Mohamed Youssef, May Mahmoud Kamal</td>
</tr>
<tr>
<td>British American Tobacco</td>
<td>Diaa Osama El Ghanam, Sara Abdelkarim Soliman, Yasmine Youssef Khatafalah</td>
</tr>
<tr>
<td>Cairo Semiramis Hotel</td>
<td>Nemat Ezzat Assaad</td>
</tr>
<tr>
<td>Cemex</td>
<td>Mui Mahmoud Khattab</td>
</tr>
<tr>
<td>Egyptian Child Care Corporation - EC3</td>
<td>Pensee Abdel Fattah, Tamer Aladin Sergany, Youssra Abdel Wahab Amin</td>
</tr>
<tr>
<td>Extend Info International</td>
<td>Tamer Aladin Sergany</td>
</tr>
<tr>
<td>Ghabbour Auto</td>
<td>Iman Tarek Abuelela</td>
</tr>
<tr>
<td>Link Development</td>
<td>Yusra Alaa Sourour, Zainaa Alaa Eldin Besiso</td>
</tr>
<tr>
<td>Mars Egypt</td>
<td>Aya Mohamed Rouchdy</td>
</tr>
<tr>
<td>Proctor &amp; Gamble Egypt</td>
<td>Khadiga Mohamed Talaat, Nada Abdel Karim El Garray</td>
</tr>
<tr>
<td>P&amp;G (Finance case – study)</td>
<td>Aya Ahmed Siam, Esmene Mustafa El Senbati, Farah Nader Guda, Farid Ghebrial, Khaleed Mohamed Attalah, Mariam Mohamed Ramadan, Mira Mohamed Abdel Aziz, Mohamed Omar Hassan, Mohamed Alaa Helmy, Mohammed Ayoub Alaklem, Nada Abdel Karim El Garray, Rana Ibrahim Abdel Nabi, Silvana Sameh Salim</td>
</tr>
<tr>
<td>Shell Egypt</td>
<td>Aly Tarek Khairy, Jala Mamdoosh El Gamrall, Laila Mohamed El Adly, Mai Fouad, Mennat Allah Nasr Alwan, Nada Hany Bakhoun, Nada Sharif Aomy, Omar Alaa El Dri Elgherbawy</td>
</tr>
</tbody>
</table>

The School of Business: Annual Report 2010 - 2011
Students Clubs

Accounting Link Club
Faculty Advisor: Khaled Samaha, assistant professor of accounting

The Accounting Link Club offers students the opportunity to learn about the profession of accounting in a relaxed atmosphere, which provides students with useful networking opportunities by allowing them to meet other business majors and potential employers. The club’s primary goal is to promote accounting as a profession and to inform students about the avenues of opportunity available by choosing an accounting career.

The Ninth Annual Accounting Link Simulation (November 23 - 25, 2010)

The opening ceremony started with speeches by AUC President Lisa Anderson and Khaled Samaha, faculty advisor and assistant professor of accounting. Accounting Club President Sylvia Ghabrial shared her own experience with the club and advised to attend simulations, as they provide great academic and professional opportunities. The keynote speaker, Emad Ragheb, managing partner at Ernst & Young and vice chair of the Egyptian Society for Accountants and Auditors, expressed the significance of such a simulation for the students and the company. Akram Reda, senior advisor at Ernst & Young, gave a presentation on the company. The simulation provided a unique opportunity for professionals to mix with students from different public and private universities, from Ain Shams University and Cairo University to Misr International University (MIU) and AUC. The top three students were Hassan El Zein (AUC), Mo’men Anwar Mohamed (Ain Shams University) and Esraa Abdel Khalek (Cairo University.)
Corporate Governance Club
Faculty advisor: Ahmed Abdel-Meguid, assistant professor of accounting

The Corporate Governance Club (CGC) is the first Egyptian student-based academic club that is dedicated to the dissemination of corporate governance principles and best practices among undergraduate business students. It encourages interdisciplinary dialogues among students of business, finance, economics, and accounting disciplines, who share a common interest in working in a fair and transparent corporate environment.

CGC Inauguration (October 10, 2010)
Keynote speaker Ziad Ahmed Bahaa-Eldin, chair of the Egyptian Financial Supervisory Authority (EFSA), gave the inaugural speech. Mohamed El-Abhar, CGC president, spoke of his excitement about the club’s potential to spread valuable knowledge about governance to students of different universities.

Ziad Ahmed Bahaa-Eldin gives his speech at CGC Inauguration (October 10, 2010)

Association Internationale des Étudiants en Sciences Économiques et Commerciales
Faculty Advisor: Ahmed Tolba ’97 ’01, assistant professor of marketing

The Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC) is an international, nonpolitical, nonprofit, student-run, independent, educational foundation. It is a global network of 50,000 members across more than 107 countries and territories at more than 1,700 universities. AIESEC contributes to the community through youth exchange in order to develop individuals who are committed to international cooperation and understanding. It is an international platform for young people to discover and develop their potential to have a positive impact on society. AIESEC provides AUC students with opportunities to work abroad, exchange programs, community development, environmental awareness, international conferences and training. This year, AIESEC AUC has achieved unprecedented results by sending 126 Egyptian students on internships abroad, and brought 80 foreign students to internships in companies and organizations in Egypt. Countries partnered with include the United States, the United Kingdom, Netherlands, India, Portugal, Mauritius, Kenya, Italy, Greece, Russia, Poland, Romania, Malaysia, Finland, Bangladesh, China among many more.
Corporate Governance Club Workshop: Combating Money Laundering – An Introduction (May 7, 2011)

This six-hour workshop was offered to more than 100 undergraduate and graduate students from AUC, Ain Shams University and Cairo University at the Egyptian Banking Institute (EBI). The Central Bank of Egypt. The workshop focused on how proceeds of crime are laundered and what could be done to mitigate such practices. Participants interacted with leading experts from the Money Laundering Combating Unit (MLCU) of the Central Bank. The Center for Transparency and its donors (UNDP and Embassy of the Kingdom of the Netherlands), the Sawiris Foundation for Social Development (SFSD), and the Egyptian Banking Institute (EBI) – The Central Bank of Egypt, supported the event.

CGC First Annual Corporate Governance Competition
(October 21 - 23, 2010)

The opening ceremony featured keynote speakers Khaled Serry Seyam, chair of the Egyptian Stock Exchange; Ashraf Gamal El Din, executive director of the Egyptian Institute of Directors (EIoD); and Counselor Ahmed Ragab, executive director of the Center for Transparency.

Topics covered included agency problems, functions of the board of directors, importance of disclosure and transparency and protection of shareholder rights. The top contestants competed for three monetary prizes. Around 190 students from AUC, Ain Shams University and Cairo University attended the sessions. AUC’s participants represented the School of Business’ majors in addition to integrated marketing communication, engineering, actuarial sciences, political science, and mass communications.

The event was supported by the Center for Transparency, the Sawiris Foundation for Social Development (SFSD), and the Egyptian Institute of Directors (EIoD).
Entrepreneurs’ Society
Faculty Advisor: Iman Seoudi ’95 ’00, assistant professor of management

Entrepreneurs’ Society (ES) enhances the awareness of the importance of entrepreneurial skills in advancing society. It organizes numerous workshops that help students attain the skills needed to meet the challenges of the business world. One of the main events organized by the club was the business plan competition, during which students present and defend their business proposals.

The Lead Newspaper
This is a bi-weekly newspaper that covers business, economics, and entrepreneurship related news and events. It covers many activities pertaining to the field, and has published numerous interviews with entrepreneurs, generated statistics from the market, and distributed more than 10,000 copies this year.

Mohamed El Dib, President of the Entrepreneurs Society, visits SIFE World Cup and Plug and Play (October 13 - 16, 2010)
As part of AUC School of Business’ efforts in promoting ‘entrepreneurship’ among AUC students, the school arranged a visit for the president of the ES to accompany the French University in Egypt’s (UFE) winning SIFE team to SIFE World cup as an observer, and to also visit the Plug and Play Technology Center in Los Angeles.

The Jamboree (November 3 - 4, 2010)
In this event, students were allowed to rent booths on campus to start their own business for one or two days. They learned the basics of financial investment, opportunity cost, accounting, marketing, and public relations. Entrepreneurs’ Society members helped young entrepreneurs attract customers by providing different forms of entertainment around the booths, from clowns to stilt-walkers, and different games.

Entrepreneurs’ Society’s Soft Opening Ceremony (November 23, 2010)
A group of more than 100 students organized the event which brought together 700 attendees, including students, delegates, faculty members, and executives. ES members invited notable keynote speakers to a Q and A session. Speakers included Tamer El Leithy, owner, Mori Sushi; Bassam Machhour, a partner of The Bakery Shop (TBS); Karma Sabet, founder of Karma Jewelry and KDS (Karma and Dina Sabet); and Hoda Rashad, founder of the development Web site www.irmihelbahr.org.

The Grand Opening Ceremony (March 16, 2011)
The title of the first day’s event was Entrepreneurship, Youth and Egypt Today, and the keynote speaker was Ali Faramawy, vice president of Microsoft International. The event also included a networking component and the announcement of ES’s Documentary Challenge winner, Leena ElMasry. ElMasry’s film documented entrepreneurship and the Egyptian revolution, and it was aired at the event before she received her prize.

On the second day, Ossama Hassanein, Willard W. Brown Chair of International Business Leadership at AUC’s School of Business for academic year 2010-11, talked to students about business ethics. He outlined the ways in which people can learn from the ethical failures of the past and prevent them in the future. More than 200 students were inspired to practice business in an ethical manner.

Support and lifelong learning environment

Student Clubs
The Business Plan Competition

Round one is divided into the executive summary (worth 80 percent) and the elevator pitch (with 20 percent). More than 80 applicants applied, sent executive summaries for their businesses, and pitched them before a panel of judges. Thirty business ideas made it to round two, where they were trained on business plan writing and financials, and had to write complete business plans for their proposed ideas.

These plans were sent to judges for grading and 10 business plans passed to the final round (May 9, 2011), where the top 10 entrepreneurs presented their ideas in five minutes each and then discussed them with a large panel of judges, in an attempt to win the grand prize of LE 50,000. Moatez Metwally, mechanical engineering senior and Hadeel Salama, marketing senior, walked away with the winning prize for their business, Green Bricks Corporation. Amena El Saie, psychology senior, won the Social Entrepreneurship Award while Omar Kandil and Abdallah Zohdi, both political science seniors, won the Most Creative Idea Award.
“The School of Business has been very supportive of all our events and activities. As the person in charge of the Entrepreneurs’ Society, I always felt that everyone in the school knew about our activities and they were always proud of what we do, so we were always encouraged and challenged to go further and achieve more.

The school also acted as an entity which we could lean on, especially in a year full of struggle. As a regular student, I am beyond proud that I am part of this community and I know I will be more and more proud as I dig deeper into the business world. I always say that “the most important thing in life is to be inspiring. Not rich, not famous, not smart, but inspiring.

I have definitely been inspired and I will do all I can to carry this legacy of inspiring individuals from our school.”

Mohamed El Dib
Chief executive officer, Entrepreneurs’ Society, AUC
International Conference on Global Economy
Faculty Advisor: Hamed Shamma ’99 ’02, assistant professor of marketing

Initiated in July 2000, the International Conference on Global Economy (ICGE) deals with one of modern life’s pillars – the economy. There are seven councils: Council on Arts and Advertising (CAA), Council of Swaying Minds (CSM), Marketing and Public Relations (MPR), Market Research Council (MRC), Business Crisis Simulation (BCS), Stock Market Simulation (SMS), and Investment and Commercial Banking Simulation (ICBS). ICGE focuses on serving the visually impaired by establishing micro projects for families and providing financial support. The conference offers students from various majors an early sense of the market through practical experience. The 12th ICGE, held from April 12-16, 2011, had more than 400 participants and around 700 attendees. Salah AbouAlam, advisor to the chair of the Egyptian Financial Supervisory Authority, gave the opening speech. Conference activities included a soft opening, Saturday sessions, junior council, ICGE seminar, ICGE lecture and a sports day.

Volunteers in Action
Faculty Advisor: Dina Rateb ’84, associate professor of management information systems

Volunteers in Action (VIA) organizes educational and recreational events for orphans, providing literacy classes, micro projects and distributing clothes and food packages. Its latest project involved helping orphan brides furnish their new homes. VIA provides services to orphans outside orphanages and its focal area is orphans in Meet Okba.

Main outreach activities conducted throughout the year include:

- Micro projects to help orphans in Meet Okba
- The Tagheez Arayes campaign for collecting donations for 50 orphan brides
- The Keswa campaign for collecting clothes to donate before Eid
- Charitable wedding for seven orphan brides and grooms (November 21, 2011)
- Community Service Day (February 2011) for a better Egypt to revive the recycling initiative on campus.
- Children’s Iftar (August 26, 2011)
- The Iftar to Go campaign (July/August 2011) to deliver food during Ramadan
- The Tamween Packs campaign (August/September 2011)
The School of Business held the inaugural session of the Dean’s Chat event, in which Dean Sherif Kamel met with students from the School of Business. Dean Kamel’s new initiative is one that mainly targets School of Business students, as well as all other constituencies, to update the school community on the developments taking place at AUC’s School of Business. The Dean’s Chat is intended to be a chance to explore ideas and share future plans and activities with the School’s stakeholders. Dean Kamel was keen to explain to students the true competitiveness of the job sphere and clarify the importance of extra-curricular activities and engagement with the business world outside of the classroom.

Meet the CEO

The Meet the CEO series was launched by AUC’s School of Business in Spring 2010. The series provides undergraduate and graduate students and alumni with a unique opportunity to hear from some of the leading names in business and government. The series aims to enhance student exposure to, and grant them opportunities to learn from, practical work experiences.

Ossama Hassanein, Willard W. Brown Chair of International Business Leadership

Investing in Egypt: Opportunities and Pitfalls (March 22, 2011)

Ossama Hassanein, Willard W. Brown Chair of International Business Leadership for the academic year 2010-11, spoke to School of Business faculty members and MBA students about how to build a new Egypt. He urged more than 80 attendees to have a passion for, and participate actively in their society. Hassanein began by presenting current problems in society and suggesting numerous solutions. He covered many issues related to foreign direct investment, the role of expatriates, support for entrepreneurs through mentorship, individual initiatives and collective efforts. Hassanein also offered students descriptions of initiatives they can join and access to services that can help and guide. The event concluded with a Q and A session where there was an opportunity for active discussions and an exchange of ideas.
The MBA Debate
The MBA Debate is a new initiative by the school of Business which seeks to integrate academic theory with real life experience. It is an open forum to advance the MBA student experience by offering debates between high-caliber speakers who are capable of discussing important topics from different angles. Debates are followed by open-ended interactions between the panelists, MBA students and faculty members.

First MBA Debate (September 29, 2010)
The Importance of Branding
During the first debate, senior level business professionals discussed the importance of branding using real life examples from within their respective business. Panelists included Hatem Dowidar, chief executive officer at Vodafone Egypt and AUC alumnus Shereen Yasseen, regional innovations director for foods and beverages in the Middle East and Africa at Pepsi International. Students from throughout the University attended the debate to hear firsthand the trials of effective marketing.

Ziad Aly ‘85, Founder and Chief Executive Officer, ALZAWIAD
At the Spring 2011 Undergraduate Honors Assembly (May 8, 2011)
During the Spring 2011 Undergraduate Honors Assembly, Ziad Aly inspired students by providing insight on ways to succeed.

Nevine Loutfy ’74, Managing Director and Chief Executive Officer, National Bank for Development
At Graduate Honors Assembly (May 3, 2011)
During the Graduate Honors Assembly, Nevine Loutfy discussed the current financial status in Egyptian financial institutions and the vision needed for the future. Loutfy offered many useful insights on steps the Egyptian financial market must take.

Students Events
Second MBA Debate (October 25, 2010)
The Egyptian Financial Sector 2010: “What are the Opportunities and Challenges Lying Ahead?”

Although progress toward restructuring the financial sector is currently underway, additional reforms targeting very specific segments of the financial sector are still urgently needed. This was the argument presented by panelists at the second MBA debate. Business experts from all walks of life came together at AUC to discuss the deficiencies in the financial sector and the government’s role in advancing the Egyptian economy. Panelists included Ghada Waly, United Nations Development Programme poverty team leader; Karim Helal, chief executive officer at CI Capital and Hisham Tawfiq, chair of Arabeya Online for securities brokerage.

Third MBA Debate (April 6, 2011)
The MBA Debate and the MBA Case Solving Competition Organized by MBA Program and KCC
“How Can Egyptian Firms Manage the Post-Revolution Business Environment?”

High caliber speakers for this debate included Mohamed Mo‘men, chair and co-founder of Mo‘men Group; Emad El Sewedy, chief executive officer and managing director of El Sewedy Electrometer and Beethoven Tayel, founder and managing director of B2LS Consulting. To begin, participants gave a short introduction on how they set up their businesses. The debate which followed offered optimistic and pessimistic opinions of the post-revolution business environment. At the debate’s conclusion, the speakers unilaterally emphasized that the Egyptian economy has not collapsed, and that when the economy does start growing again it is likely to boom with many opportunities and hopefully much less corruption. However, they agreed that, during this current transitional phase, existing businesses do have to consolidate.
“The School of Business’s new approach in engaging the business community with its students is a constructive step towards meeting the demands of the job market. The school has raised the bar of minimum performance.”

Emad Elsewedy ’88
Chief executive officer, El Sewedy Electrometer, member of the Entrepreneurship and Innovation Program Council, School of Business, AUC
IT Forums

“Leveraging Technology to Solve Key Business Challenges” (October 31, 2010)
Karim Akram ’92, general manager, Orion 360 Business Services

“Time for an Alternative Approach for Cross-Cultural Studies in Information Systems” (September 8, 2010)
Maged Ali, lecturer of business and information technology at the Business School, Brunel University, United Kingdom

“Business Process Management” (October 4, 2010)
Omar Hamdy, vice president, Business Solution Division, ValleySoft

“Discussions on IT and the Modern Corporations” (November 11, 2010)
G. Harindranath, senior lecturer in management information systems, the School of Management, Royal Holloway College, University of London

“Learning from Failures: Decision Analysis in Asset Management” (November 14, 2010)
Ashraf Labib ’90, associate dean (research), Portsmouth Business School, University of Portsmouth, United Kingdom

“Using Information Technology in the Egyptian Revolution” (February 23, 2011)
Panelists:
Amr Waked ’96, George Thakeb, Gigi Ibrahim, (AUC student), and Mohamed Waked ’95 ’99 ’04

“Social Media: Trends and Opportunities” (March 16, 2011)
Ossama Hassanein, Willard W. Brown Chair of International Business Leadership

“Information Technology and Cultural Heritage Management” (May 16, 2011)
(Full to right) George Thakeb, Gigi Ibrahim, Amr Waked and Mohamed Waked discuss IT use in the revolution (February 23, 2011)
Fathi Saleh, director of the Center for Documentation of Cultural and Natural Heritage
Economic Forums

“The First Economics Forum: Enhance your Economic Choices” (May 2011)
The Department of Economics organized its first economics forum for undergraduate students and alumni, which aimed at enhancing the program and its administrative procedures and strengthening departmental curriculum. The forum provided students and alumni with space to voice their concerns and suggestions regarding several issues. Professors and students interacted and brainstormed in a transparent and mutually respectful environment. This activity is part of the department’s effort to realize its mission and short- and long-term visions.

“Graduate Student Forum” (May 2011)
The Department of Economics organized a graduate student forum to allow all economics and economics for international development graduate students to come together and present and discuss their views, suggestions, and concerns about the programs. It was an opportunity to open a dialogue between faculty members and staff in a constructive manner.
The School of Business: Annual Report 2010 - 2011

Sixth Edition of Dubai Summer Surprises apprenticeship program (June 22 – July 31, 2011)
The program brings together eleven of the brightest minds, representing eleven countries, to experience working for one of the biggest tourism marketing success stories of the region. Students from leading universities are invited to compete on the basis of written essays and strategic input, presenting innovative ideas and vision for the future of the Dubai summer festival. Out of more than 280 students across 55 universities and educational establishments in the eleven participating markets, the second winner for the 2011 edition of the program was AUC’s School of Business finance student, Yara El-Zahaby.

Students Awards and Honors

Business Today International Conference (November 21 - 23, 2010)
Mina Iskander Fahmy, a junior finance student, was selected to attend the Business Today International Conference, one of the world’s premier business symposia, which serves as a forum for the brightest business individuals to interact with leading executives. The conference is a three-day, all expenses paid experience for more than 70 leading executives from all over the United States and 160 of the finest students from all over the world. The event builds relationships and ideas between students and executives through a series of panels, seminars and keynote speakers. Further, the conference uniquely features a Harvard Business School case study competition.

Three AUC School of Business Cases Published by the Richard Ivey School of Business
Three AUC cases conducted by business students have been published by the Richard Ivey School of Business: “Orascom Telecom: Risks of Internationalization” written by Dina Zaki and Farah Zahran; “El Mawardy Jewelry: Expansion During a Recession” by Hend Mostafa, Lila Mehrz, Sherif Salem, Jylan Sekaly and Ali Tawfiq and “Dacia Duster SUV” by Hantulie Oana Nicoleta. All cases were written under the supervision of Marina Apaydin, assistant professor of management at the School of Business. It is worth mentioning that two of the cases were written by undergraduate students, marking the first time the Richard Ivey School of Business has ever published undergraduate work.
SUPPORT AND LIFELONG LEARNING ENVIRONMENT

Graduate Honors Assembly

Undergraduate Honors Assemblies

Graduate Honors Assembly (May 3, 2011)

Fall 2010 Undergraduate Honors Assembly (December 12, 2010)

Spring 2011 Undergraduate Honors Assembly (May 8, 2011)
STRATEGIC GOALS

External and Corporate Relations and Alumni Engagement
EXTERnAL AnD CORPORATE RELATIOnS
AND ALuMNI ENGAGEMEnT

“We are very pleased and proud to have an international partner such as AUC’s School of Business.

As an accredited business school, AUC’s School of Business has positioned itself as a leader in business education and research in the Middle East and North Africa.

The school enjoys an amazing leadership team, outstanding faculty members and students, and a magnificent campus and teaching and learning facility. We look forward to developing and expanding our relationship with such a leading business school and learn about the region and its future business and entrepreneurial potentials.”

Ali Dastmalchian, PhD
Professor and dean, past chair of Canadian Federation of Business School Deans, Gustafson School of Business, University of Victoria, Canada

The Financial Times Profiles AUC’s School of Business
“Innovative Path for Egypt’s Entrepreneurs”
(Published by Ian Wylie, October 10, 2010)
EXTERNAL AND CORPORATE RELATIONS
AND ALUMNI ENGAGEMENT

International Visitors

September 19, 2010
Michael Burke, Registrar and Associate Director of Admission, Harvard Kennedy School
Michael Burke talked about various programs at Harvard Kennedy School and possible opportunities for collaboration.

October 2010
William Kovacic, U.S. Federal Commissioner and Vice Chair of the International Competition Network
Daniel O’Brien, Senior Economic Adviser, Federal Trade Commission
In collaboration with the Egyptian Competition Authority, the Department of Economics organized lectures presented by William Kovacic and Daniel O’Brien on “The Economics of Competition Policy: Introduction and Horizontal Practices” (October 7, 2010), and “The Economics of Competition Policy: Vertical and Exclusionary Practices” (October 10, 2010).

December 12, 2010
Sir Howard Davies, Director of the London School of Economics and Political Science
Sir Davies gave a lecture titled “Regulating the Financial Markets: Lessons, Challenges and Prospects for the Aftermath of the World Crisis.” Marking the inauguration of the Egyptian Institute for Financial Services, Sir Davies combined penetrating insight with refreshing frankness in his lecture on global financial regulation. He identified central challenges for the post-crisis financial world, proposing new regulatory schemes for the future.

January 10, 2011
Visit by the Faculty Development in International Business – (Middle East and North Africa Program) Run by the Center for International Business Education and Research
The School of Business hosted 23 faculty members and top administrators from a number of business schools across the U.S. Faculty Development in International Business (FDIB) - MENA program for the annual faculty development program run by Center for International Business Education and Research (CIBER) universities. This year’s program, funded by the U.S. Department of Education and managed by CIBER universities such as the University of South Carolina, Brigham Young University, University of Colorado Denver and Temple University, brought faculty from eight other universities including Florida International and the University of Connecticut. After a tour at AUC New Cairo, Dean Sherif Kamel presented the School of Business’ new entrepreneurship focus. Ann Lesch, associate provost for international programs, spoke about the different agreements AUC has with universities across the globe, citing the number of international students AUC admits to the University each academic year. AUC alumni representatives Mohamed Osman ’99, Dina El Mofty ’99, and Rania El Din ’91 talked about how AUC helped nurture their ideas and their entrepreneurial thinking.
Nobel Laureate and Columbia Professor Joseph Stiglitz was the distinguished guest of the Access to Knowledge for Development Center A2K4D, giving a lecture titled “Creating a Learning Society: An Agenda for Dynamic Societies in Uncertain Times” at AUC Tahrir Square. He emphasized the shortcomings of market fundamentalism in light of the financial crisis and highlighted the importance of knowledge in bridging the developmental gap between countries at different stages of development. Stiglitz also identified what he believes are pillars of dynamic societies, including access to knowledge as an important paradigm for developing countries like Egypt.
Agreements, Partnerships and Memberships

Association of African Business Schools

AUC’s School of Business has become a member of the Association of African Business Schools (AABS). Established in 2005, AABS’s mission is to promote excellence in business and management education in Africa by supporting graduate business schools through capacity building, collaboration and quality improvement. In April 2011, Sherif Kamel, dean of the School of Business, was elected as a board member for 2012 - 2013. Accordingly, the school will be hosting the AABS Board Members Meeting on October 1, 2011, for which the school has designated the School of Business roundtable to address challenges in Africa. The first event will be held on October 4, 2011, with the theme of Food Crisis Challenges and Opportunities for Supply Chain Excellence in Africa, to be addressed through a panel discussion and interactive dialogue.

Principles for Responsible Management Education

The School of Business became a signatory to Principles for Responsible Management Education (PRME). PRME is an initiative based primarily on the principles of the United Nations Global Compact, which focuses on promoting responsible management education and research, corporate responsibility and the creation of sustainable social, environmental and economic values. The School of Business integrates the six principles of PRME in activities such as a partnership with the John D. Gerhart Center for Philanthropy and Civic Engagement; in delivering the Corporate Sustainability Capacity Building Program through the International Executive Education Institute (IEEI) and El-Khazindar Business Research and Case Center; an entrepreneurship orientation via the Entrepreneurship and Innovation Program and the Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program; and student run academic clubs supported by the school’s faculty members which promote the notion of the successful, yet responsible, business models partly through economic and social sustainability.

“For the past three years, education in Egypt has been a top priority. I have seen AUC’s School of Business play a major role in this respect. With its significant efforts in promoting entrepreneurship education, I am confident that it will have a yet more extensive impact on the society at large in this extremely important time.”

Dominic Asquith
British Ambassador to Egypt
Global Consortium of Entrepreneurship Centers
AUC’s School of Business is now part of the Global Consortium of Entrepreneurship Centers (GCEC). The GCEC was founded in 1996 to provide a coordinated vehicle through which participating members can collaborate and communicate on the specific issues and challenges confronting university-based entrepreneurship education. GCEC’s current memberships amount to 200 university-based entrepreneurship centers, ranging in experience from well-established and nationally ranked, to new and emerging centers. Each year, a global conference is held on the campus of a GCEC member school. Previous host universities have included the University of Maryland, University of Southern California, Ball State University, Wake Forest University, Babson College, Texas Christian University, University of Portland, University of North Carolina-Chapel Hill, the collaborative Midwest effort of Northern Kentucky University, University of Cincinnati, and University of Dayton, Syracuse University, University of Arizona, Rice University, and Pennsylvania State University. The conference, which is held in October of each year, continues to be the major focal point for the organization.

Yallabusiness.com
HSBC Bank Egypt launched a non-for-profit Web portal named Yallabusiness.com in cooperation with Financial Services Volunteers Corps (FSVC). The Web portal aims at improving the awareness of entrepreneurs and small and medium enterprises on how to better manage business and deal with banks. The School of Business is a partner in promoting this initiative as part of the activities undertaken by the Entrepreneurship and Innovation Program (EIP).

Wamda.com
The School of Business partnered with some of the region’s largest and most prestigious business and entrepreneurship organizations to launch Wamda.com (meaning spark or flash of light), a platform to help entrepreneurship in the Middle East and North Africa region to resolve the difficulties of the lack of awareness and resources to turn ideas into businesses. The launch of Wamda.com took place during a celebration of entrepreneurship that was held in Madinat Jumeirah Conference Center, Dubai (November 7 - 9, 2010).
Agreements, Partnerships and Memberships

The Academy of Business in Society

In January 2011, the School of Business became a member of the Academy of Business in Society (EABIS), which is an alliance of companies, business schools and other institutions committed to putting business in society issues at the heart of management theory and practice.

EXTERnAL AnD CORPORATE RELATIOnS
ANd ALuMNI ENGAGEMEnT

Partnership Incubator Agreement with Sawari Ventures

At the conclusion of the Global Entrepreneurship Program (GEP) ceremony, held on January 21, 2011, AUC’s School of Business and Sawari Ventures, an international capital firm that invests in people turning visionary ideas into market-leading companies in the Middle East and North Africa, signed an agreement to partner together to create an entrepreneurship lab for incubating entrepreneurs, called Flat6Labs. The agreement will allow entrepreneurs to work with faculty members at the School of Business, who will advise and assist them in developing their business plans.

“The School of Business continues to fulfill its mission of providing an excellent education to its enrolled students.

Moreover, the school goes above and beyond the call of duty in the leading role it plays in utilizing its facilities and resources to further the cause of innovation and entrepreneurship throughout the community at large.”

Ahmed El Alfi
Chair, Sawari Ventures

The Academy of Business in Society
Department of Economics Agreement with University of Southampton’s School of Social Sciences
Hala El Ramly, associate professor of economics at the School of Business, and Professor Maozu Lu, director of the Centre for Contemporary China, School of Social Sciences, University of Southampton, signed a memorandum of understanding on September 7, 2010 to develop academic exchanges and cooperation in teaching and research for the purpose of advancing and disseminating learning.

Student Exchange Agreement with NOVA School of Business and Economics, Universidade Nova de Lisboa
The purpose of this agreement is to establish the terms and conditions under which the exchange of students between AUC’s School of Business and NOVA’s School of Business and Economics will take place at the undergraduate and/or graduate level. This agreement was effective on October 31, 2010, and the first cohort of students will be exchanged in Fall 2011.

Memorandum of Understanding Between AUC’s School of Business and the Peter B. Gustafson School of Business, University of Victoria
The purpose of this MoU is to develop academic and educational cooperation on the basis of equality and reciprocity and to promote sustainable partnerships and mutual understanding between both universities. Activities to include joint research activities and publications developed through the research linkages of individual professors; exchange of faculty and/or staff members, graduate students and undergraduate students for research and study; and exchange of academic information and materials in fields of interest.

Citadel Capital Financial Services Center Signs Partnership Agreement with the London Chartered Institute for Securities and Investment
Citadel Capital Financial Services Center (CCFC) signed a partnership agreement with the Chartered Institute for Securities and Investment (CISI) on December 8, 2010. The agreement offers AUC students the opportunity to participate in widely-recognized training programs, sit for CISI qualifying exams, and become accredited professionals by a leading training institute in the field of investment. CISI aims at promoting financial knowledge, thus paving the way for those starting their careers in the financial services industry and enabling AUC students aspiring to pursue a career in finance to compete in the rapidly changing financial markets. CISI was formed in 1992 by London Stock Exchange practitioners and provides a wide range of certificates and diplomas covering all areas of the financial services industry. CISI is awarded a Royal Charter, which defines its status as an internationally acknowledged training institute.
Management Center Partners with World Scout Bureau
The Management Center and the World Organization of the Scouts Movement’s Arab Regional Office signed a partnership agreement promoting future collaboration in offering and delivering professional development programs and joint marketing activities, which aim to build academic and operational capacity-building programs. The World Organization of the Scouts Movement is an international youth organization that promotes the education of youth using a value system based on a community contract known as Scout Promise and Law. The Arab Regional Office is one of six offices affiliated with the organization. It plays an essential role within the organization by supporting organizational governing and coordination bodies in their work at the local, regional and international levels.

Management Center Collaborative Agreement with the University of London
To provide students with a wide variety of internationally accredited educational programs, the School of Business has initiated the process for collaboration with the University of London, effective Spring 2011. Through the partnership, AUC will offer three professional diplomas in international management, management of information systems and banking. The programs will address international perspectives related to management and will be delivered through the Management Center at AUC’s School of Business.
Renewal of Management Center’s Partnership with Logistics for Consultations and Development, Saudi Arabia

Logistics for Consultations and Development has been the Management Center partner in Saudi Arabia since 2007. The partnership is currently expanding across the kingdom to encompass Riyadh, Jeddah, Baha, Bisha, Dammam and other cities.

The Management Center’s Partnership Agreement with The Department of Economic Development, Abu Dhabi

The partnership aims to provide professional development programs to staff of the department.

Management Center Renews Partnership with the Arab Air Carrier Organization

The partnership seeks to jointly implement professional development programs in the aviation sector.

The Management Center’s Partnership with Nasser Medical Institute

The partnership aims to facilitate opportunities for the participants in the Management Center’s healthcare programs and conduct field visits and projects at the institute.

The Management Center’s Partnership with the Egyptian Chamber of Private Hospitals

The partnership seeks to offer Management Center programs and services to private hospitals in Egypt.
School of Business Participates in Local, Regional and International Events

October 7 - 9, 2010
The 2nd Annual Student Chapter Conference
Mina Stefanos and Olivia Wassef, along with Dina Rateb, associate professor for management information systems, participated in the Association for Information Systems (AIS) Student Chapter Conference. The conference was held in Atlanta and hosted by Georgia State University, and brought together faculty members and student leaders to share best practices among AIS student chapter universities. Furthermore, the conference provided an opportunity for members of university chapters to network and to share their best practices in a small, interactive workshop-style sessions. The event featured a keynote speech about leadership in IT by Randal Robison, senior vice president and chief information officer at Georgia-Pacific Corporation. The conference also featured, Benjamin “Coach” Wade, who is a well-known U.S. reality TV Survivor character.

November 6 - 7, 2010
The 15th International Business Information Management (IBIMA) Conference, Cairo
Nahed Azzab, assistant professor of management and Hamed Shamma, assistant professor of marketing, attended the conference. This annual academic conference, which was held in cooperation with the School of Business this year, also includes representation from industry and business, and encourages participation from Europe, Africa, the Middle East and the Far East. The general theme this year was Knowledge Management and Innovation: A Business Competitive Edge Perspective.

School of Business Participation in Local, Regional, and International Events

December 5, 2010
The American Chamber’s Entrepreneurship and Innovation Council Workshop
The School of Business was an active participant at this major event, organized by the American Chamber of Commerce in Egypt. Around 150 stakeholders in entrepreneurship gathered for the daylong workshop titled An Ecosystem in the Making, with the goal to define a vision for an entrepreneurial ecosystem in Egypt and suggest a plan of action. The workshop focused on four pillars: culture, finance, legislation and development. Attendees were divided into four groups, and each group came up with practical suggestions for the way forward.

January 9-12, 2011
The Global Entrepreneurship Program
AUC’s School of Business participated as one of the lead partners alongside Sawari Ventures and AmCham, in the Global Entrepreneurship Program (GEP) Egypt delegation’s visit. GEP is the first of two pilot programs to be launched, and is a U.S. Department of State-led effort to promote and spur entrepreneurship around the world. The GEP Egypt entrepreneurship delegation brought together U.S. and Egyptian investors, entrepreneurs, and government leaders for a series of events and meetings designed to foster opportunities for conversation and collaboration. The 11 representatives of the GEP delegation met with 32 Egyptian entrepreneurial applicants, more than one-third of whom were graduates of AUC. The applicants, each representing different Egyptian start-up companies, were evaluated on their products and services. The winning companies, Kngine and SilMinds LLC – whose founder is an AUC alumnus – received $20,000 each.
EXTERnAL AnD CORPORATE RELATIOnS
AnD ALuMnI EngAGEMEnT

Alumni Recognition

The School of Business presented the following alumni awards to its distinguished alumni

December 12, 2010
At the Fall Undergraduate Honors Assembly
Moustapha Sarhank ’85, president, International Business Associates Group; chair emeritus, Sarhank Group for Investments, Egypt

May 3, 2011
At the Graduate Honors Assembly and Meet the CEO Series
Nevine Loutfy ’74, managing director and chief executive officer, National Bank for Development

May 2011
At the Spring Undergraduate Honors Assembly
Ziad Aly ’85, founder and chief executive officer, ALZAWAD

“the power of youth is undeniable, especially in today’s world. AUC’s School of Business is playing a key role in creating the leaders of tomorrow and encouraging talented minds to leave lasting, positive impact. With programs that are underpinned by entrepreneurship, innovation, and leadership, the School is creating the next generation of role models who can lead with vision and courage.”

Mustafa Abdel-Wadood ’91
Managing director, Abraaj Capital; member of the Dean’s Strategic Advisory Board, School of Business, AUC

“AUCh’s School of Business continues to be the focus of thought leadership and innovation for our region. Now, more than ever, we need this the most.

Thank you for the valuable contribution and difference that you are making to all of us. It helps us look beyond today in order to create a better tomorrow.”

Ali Q. Jawad
Strategic advisor, Department of Economic Development, Abu Dhabi, U.A.E.; member of the Dean’s Strategic Advisory Board, School of Business, AUC
STRATEGIC GOALS

Creating a Culture of Governance, Academic and Operational Excellence and Continuous Improvement
Creating a Culture of Governance, Academic and Operational Excellence and Continuous Improvement

Advisory Bodies

Deans’ Strategic Advisory Board
Chair: Adel Danesh, PhD, chair and chief executive officer, Xceed, Egypt

Strategic Positioning Committee

Co-Chairs
Ayman Ismail, chair and chief executive officer, Dar Al Mimar Group - Mountain View, Egypt
Dipak C. Jain, PhD, dean of INSEAD, former dean and professor of marketing, Kellogg School of Management, Northwestern University, United States

Members
Ahmed Abdel Wahab, PhD, chair and managing director, FAW Industrial Group, Egypt
Aftab Ahmed, city country officer and managing director, Citibank Egypt (new member)
Richard Barker, visiting professor of accounting, Said Business School, Oxford University, United Kingdom
Youssef Bissada, PhD, emeritus professor of entrepreneurship, INSEAD, France; distinguished adjunct professor of entrepreneurship, The American University in Cairo, Egypt
Ahmed Darwish, PhD, former Minister of State for Administrative Development, professor, Faculty of Engineering, Cairo University, Egypt
Ali Faramawy, vice president, Microsoft International, Turkey
Ossama Hassanein, PhD, chair, Rising Tide Fund, United States
Gabriel Hawawini, PhD, The Henry Grunfeld Chaired Professor of Investment Banking, former dean of INSEAD, France and Singapore
Ali Q. Jawad ’91, PhD, strategic advisor, Abu Dhabi Department of Economic Development, United Arab Emirates
Salah Khalil, chair, Macat International, former strategy consultant to Westminster Foundation for Democracy, United Kingdom
Christopher Schroeder, chief executive officer, Health Central (new member)

Corporate Engagement Committee

Co-Chairs
Hassan Abdalla ’82 ’94, vice chair and managing director, Arab African International Bank, Egypt
Mustafa Abdel-Wahab ’91, managing director and CEO, Abraaj Investment Management, United Arab Emirates

Members
Hashem Alsuwaidi ’68, vice president, El Mansour & El Maghraby, Egypt
Nayera Amine ’76 ’81, managing director and chief executive officer, Piraus Bank, Egypt
Hala Bassioune, managing director, Egyptian Housing Finance Company, Egypt (new member)
Hassan El Khatib, managing director, The Carlyle Group, Carlyle Egypt Investment Advisors LLC., Egypt
Husam Fahmy ’74, chief executive officer, The American Chamber of Commerce, Egypt
Ibrahim Ghalatta, managing director, SMG Engineering Automotive Company, Egypt

Muslim Said ’85, PhD, chair, Global Brands Group, Egypt
Khaled Nassar ’88, chair and chief executive officer, Alkan Group of Companies, Egypt
Moustapha Sarhank ’85, president, International Business Associates Group, chair emeritus, Sarhank Group for Investments, Egypt
Mohamed Zaki El Sewedy, vice chairman and managing director, Zaki El Sewedy Group, Egypt

Tarek Tewfik, chair, Chamber of Food Industries, vice chair, Farm Frites, Egypt
Gabriel Hawawini, PhD, The Henry Grunfeld Chaired Professor of Investment Banking, former dean of INSEAD, France and Singapore
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Creating a Culture of Governance, Academic and Operational Excellence and Continuous Improvement

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Hassan El Khatib, managing director, The Carlyle Group, Carlyle Egypt Investment Advisors LLC., Egypt
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Ibrahim Ghalatta, managing director, SMG Engineering Automotive Company, Egypt

Muslim Said ’85, PhD, chair, Global Brands Group, Egypt
Khaled Nassar ’88, chair and chief executive officer, Alkan Group of Companies, Egypt
Moustapha Sarhank ’85, president, International Business Associates Group, chair emeritus, Sarhank Group for Investments, Egypt
Mohamed Zaki El Sewedy, vice chairman and managing director, Zaki El Sewedy Group, Egypt

Tarek Tewfik, chair, Chamber of Food Industries, vice chair, Farm Frites, Egypt
CREATING A CULTURE OF GOVERNANCE, ACADEMIC AND OPERATIONAL EXCELLENCE AND CONTINUOUS IMPROVEMENT

Deans’ Strategic Advisory Board
Chair: Adel Danish, PhD, chair and chief executive officer, Xceed, Egypt

PROGRAMS COMMITTEE

Co-Chairs
Soumitra Dutta, PhD, Roland Berger Chaired Professor of Business and Technology, founder and faculty director of elab, INSEAD, France

Safwan Masri, PhD, director of the Columbia University Middle East Research Center, former vice dean and director of the MBA Program, Graduate School of Business, Columbia University, United States

Members
Karim Abadir ’85, ’91, PhD, professor of financial econometrics, Imperial College, United Kingdom

Hisham El-Khazindar ’96, co-founder and managing director, Citadel Capital, Egypt

Omair El Sayawy ’74, PhD, professor of information systems, Information and Operations Management Department, Marshall School of Business, University of South California, United States

Alaa Hashim ’97, chief executive officer, NBC Carpet, Egypt

Jonathan Liebenau, PhD, Reader in Technology Management, London School of Economics & Political Science, United Kingdom

Richard Schmalense, PhD, John C Head III Dean and Professor of Economics and Management, MIT Sloan School of Management, United States

Mona Yassine ’71, former chair, Egyptian Competition Authority, vice chair, Egyptian Society for the Protection of Competition, Egypt

George Yip, PhD, professor of management and co-director, Centre on China Innovation, China Europe International Business School, Shanghai, visiting professor, Imperial College Business School, emeritus dean, Rotterdam School of Management, Erasmus University, The Netherlands

Advisory Bodies

Members of the Dean’s Strategic Advisory Board at the Second Annual Meeting of the Board (June 12, 2011)
“AUC’s School of Business is at the epicenter of the greatest business and societal change of our time: a burst in Egypt, and around the globe, of technology-enabled entrepreneurship.

A new generation of young people with limitless talent, dissatisfied with the status quo, see people like them daily inventing and building businesses— and through technology are creating innovative enterprises for their region and around the world.”

Christopher M. Schroeder
Washington-based Internet investor and entrepreneur, chief executive officer of healthcentral.com; writer on the rise of entrepreneurship in The Middle East; and member of the Dean’s Strategic Advisory Board, School of Business, AUC
## Management Center Advisory Council

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<thead>
<tr>
<th>Name</th>
<th>Position/Role</th>
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<tbody>
<tr>
<td>Atif Abdelmageed</td>
<td>Regional Director, World Scout Bureau, Arab Regional Office, Egypt</td>
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<tr>
<td>Ayman Abdel Latif '82 '86</td>
<td>Country Manager, Microsoft, Egypt</td>
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<tr>
<td>Ashraf Abdel Wahab</td>
<td>Former Assistant Minister, Ministry of Administrative Development, Egypt</td>
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<tr>
<td>Ghareem AlMazroui</td>
<td>Executive Director, Support Service, Department of Economic Development, Abu Dhabi</td>
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<tr>
<td>Hatem Al Shantari</td>
<td>Member of Board of Governors, Central Bank of Oman, The Sultanate of Oman</td>
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<tr>
<td>Sanaa El Bana</td>
<td>Board Member, Egyptian Kuwaiti Holding Company, Egypt</td>
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<tr>
<td>Fathi El-Sebai</td>
<td>Chair, Housing and Development Bank, Egypt</td>
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<tr>
<td>Amr Handy '86 '92</td>
<td>Director, Management Center, AUC, Egypt</td>
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<td>Yasser Hassan '87 '91</td>
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<tr>
<td>Ashraf Ismail</td>
<td>Managing Director, ICI Middle East, Dubai</td>
</tr>
<tr>
<td>Haifa Jamal Al-Iesi</td>
<td>President, Effat University, Saudi Arabia</td>
</tr>
<tr>
<td>Madhiha Khattab</td>
<td>Chair, Health Committee Policies Secretariat, National Democratic Party, Egypt</td>
</tr>
<tr>
<td>Ghassan Nakad</td>
<td>Chief of Party, Chemonics International, Egypt</td>
</tr>
<tr>
<td>Nader Riad</td>
<td>Chair, Bavaria Co., Egypt</td>
</tr>
<tr>
<td>Samir Riad'80</td>
<td>Executive Director of Human Resources, AUC, Egyptian</td>
</tr>
<tr>
<td>Amr Salama</td>
<td>Former University Counselor, AUC, Egypt</td>
</tr>
<tr>
<td>Ahmed Samy</td>
<td>Chair, Technology and Innovation Council, Egypt</td>
</tr>
<tr>
<td>Samia Sheroua'86</td>
<td>Former Member, Shura Council, Egypt</td>
</tr>
<tr>
<td>Said Talaat Harb</td>
<td>Executive Director, Foreign Trade Training Center, Egypt</td>
</tr>
<tr>
<td>Amr Touny '89</td>
<td>Director, Institute of Management Development, Management Center, AUC, Egypt</td>
</tr>
</tbody>
</table>

### Advisory Bodies

**Creating a Culture of Governance, Academic and Operational Excellence and Continuous Improvement**

Members of the Management Center Advisory Council
# Creating a Culture of Governance, Academic and Operational Excellence and Continuous Improvement

## Advisory Bodies

### Members of EIPP Council at the first council meeting (January 18, 2011)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayman Abdel Latif '82, '86</td>
<td>general manager, Microsoft Egypt</td>
</tr>
<tr>
<td>Ahmed Abdel Meguid, assistant professor of accounting</td>
<td>School of Business and Corporate Governance Club Faculty Advisor, AUC, Egypt</td>
</tr>
<tr>
<td>Fathallah Abou '97, Asahiya fellow, advisor, Middle East Youth Initiative, Wolfensohn Center for Development, Brookings, USA</td>
<td></td>
</tr>
<tr>
<td>Amr Abou Amal, chief executive officer, Smart Village Company, Egypt</td>
<td></td>
</tr>
<tr>
<td>Ghada Darwish '99, managing director, PIZA Industry Supplies Co. Egypt</td>
<td></td>
</tr>
<tr>
<td>Mike Ducker, entrepreneur-in-residence, Global Entrepreneurship Program, GEP Egypt</td>
<td></td>
</tr>
<tr>
<td>Ahmed El-Dali, chief executive officer, DAI Carnegie Training, Egypt and the Gulf</td>
<td></td>
</tr>
<tr>
<td>Hashem El Dandarawi, chief executive officer, Dandara for Development and Investment, Egypt</td>
<td></td>
</tr>
<tr>
<td>Hussein El-Esawy, chief executive officer, Orange Labs Egypt</td>
<td></td>
</tr>
<tr>
<td>Hassan El-Hakim, managing director, CytoGen Group</td>
<td></td>
</tr>
<tr>
<td>Emad El-Seedy '88, chief executive officer and managing director, El-Sewedy Electrometer, Egypt</td>
<td></td>
</tr>
<tr>
<td>Ashraf Gamal, director, Egyptian Institute of Directors</td>
<td></td>
</tr>
<tr>
<td>Amr Gohar, chair, ECCO, Egypt</td>
<td></td>
</tr>
<tr>
<td>Ghada Hafez, Entrepreneurship and Innovation Program manager, School of Business, AUC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Nour El-Heiba '88, chief executive officer, Bellore Retail, Bellore Private Equity, Egypt</td>
<td></td>
</tr>
<tr>
<td>Ghada Howandy '90, '91, director, International Executive Education Institute, School of Business, AUC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Moaza Hussein '94, associate operations officer, International Finance Corporation, Egypt</td>
<td></td>
</tr>
<tr>
<td>Nader Iskander '97, chief executive officer, Enterprise Mobility Solutions EME, Egypt</td>
<td></td>
</tr>
<tr>
<td>Ayman Ismail, chair, Dar Al Mimar Group - Mountain View Egypt</td>
<td></td>
</tr>
<tr>
<td>Ayman Ismail '95, '97, managing partner, Envisio Consulting LLC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Hassen Khater, chief executive officer, Numaa for Development and Real Estate Investment, Egypt</td>
<td></td>
</tr>
<tr>
<td>Tarek Mansour '00, partner, PricewaterhouseCoopers, Egypt</td>
<td></td>
</tr>
<tr>
<td>Maged Mansi '88, chair, Mansi Eyewear, Egypt</td>
<td></td>
</tr>
<tr>
<td>Tarek Osman '05, managing director, Park Place Partners, Egypt</td>
<td></td>
</tr>
<tr>
<td>Nagla Rizk '87, associate dean for graduate studies and research, director of the Access to Knowledge for Development Center, and associate professor of economics, School of Business, AUC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Khaled Samaha, assistant professor, School of Business, and Student in Free Enterprise (SIFE) faculty advisor, AUC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Imran Soudi '95, '00, assistant professor of management, School of Business, and Entrepreneurs’ Society faculty advisor, AUC, Egypt</td>
<td></td>
</tr>
<tr>
<td>Dalia Wahba '90, managing partner, CID Consulting, Egypt</td>
<td></td>
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## Entrepreneurship and Innovation Program Council

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</table>
The School of Business is orchestrating a leapfrog for AUC and is confirming one day after the other that it will remain a leading education institution that has always been offering effective contribution to all Egyptians.

The ongoing market engagement in the school’s development is really ensuring such leadership and effectiveness is maintained and nurtured everyday. Of course could not have happened without a passionate and focused team in place.”

Dalia Wahba ’90

Egyptian entrepreneur, managing partner of CID; member of the Entrepreneurship and Innovation Program Council, School of Business, AUC
Communications and Marketing

Launch of the Dean’s Blog (October 1, 2010)
The blog is an interactive virtual meeting point and a communication channel for all school stakeholders including students, alumni, faculty members, staff, and friends. In addition to serving as a platform to explore ideas and suggestions, discuss issues related to the school, business education, student life, and program offerings, the intent of the blog is also to reach to online communities and expand the school’s online presence.

The School's Web site
The school’s Web site aims to establish an Internet presence for the school, and to offer information about the school’s programs, research centers, executive education, faculty, news and events. This information aims to serve the needs of the global online audience.
CREATING A CULTURE OF GOVERNANCE, ACADEMIC AND OPERATIONAL EXCELLENCE AND CONTINUOUS IMPROVEMENT

The School's Newsletter

The newsletter seeks to cover the school's news and the achievements of different departments, centers and units, as well as to introduce new opportunities for students and announce upcoming events and programs.

The School's Facebook Page

The School of Business's Facebook page is an integral part of the school's social media presence, and seeks to create a network for the school stakeholders to facilitate and maximize the reach of the school, as well as to build more awareness about the school programs and activities in general.
The School’s Twitter Account

The Twitter account seeks to connect and network with others, to be exposed to a steady stream of ideas, content, links, resources, and tips focused on education, entrepreneurship, leadership and innovation, as well as to extend the reach of the school’s activities and to promote the school in general.

School Internal Events

May 7, 2011
School of Business Retreat

A school retreat was held for faculty members and staff. The retreat followed the 20th meeting for the Council of the School of Business. Hamed Shamma, assistant professor of marketing, led the organization of the event.
May 10, 2011
The School of Business Sports Day

The School of Business organized a sports day for faculty members and students, sponsored by Citadel Capital Financial Center, which took place in the ARTOC sports court. The day included soccer, basketball, and volleyball with the accounting, finance, marketing, and management teams pitted against one another.

Eskandar Tooma, associate professor of finance and the British Petroleum endowed chair with the Department of Management, won the Best Talked About prize on the sports day for his organization of such an enthusiastic event. Tooma announced the winning teams; accounting won first place, marketing won second place and finance took third place. Medals were distributed by Dina Rateb, associate professor for management information systems.
CREATING A CULTURE OF GOVERNANCE,
ACADEMIC AND OPERATIONAL EXCELLENCE
AND CONTINUOUS IMPROVEMENT

Staff Development, Recognition and Awards

“The School of Business is blessed with a wealth of dynamic
talent from faculty members, staff, students, alumni, advisory board
members, and international partners that converge to offer world
class education grounded in local and regional expertise.

I am very proud to be part of this team.”

Ghada Howaidy ’86 ’91
Director of the International Executive Education Institute,
director of institutional development,
School of Business, AUC

The Staff Development Fund
The Staff Development Fund (SDF) was initiated for the purpose of enhancing technical and
personal skills of the School of Business’ staff through continuous training in relevant areas of
expertise to enhance performance.

Awards
Excellence in Management Award
Fall Undergraduate Honors Assembly (December 12, 2010)
Amr Hamdy ’86 ’92
Director, Management Center

Staff Excellence Award
Fall Undergraduate Honors Assembly (December 12, 2010)
Rabab Abuel Fetouh ’97 ’01
MBA Program Executive

Staff Excellence Award
Spring Undergraduate Honors Assembly (May 8, 2011)
Sandy Iskander
External Relations Officer
CREATING A CULTURE OF GOVERNANCE, ACADEMIC AND OPERATIONAL EXCELLENCE AND CONTINUOUS IMPROVEMENT

Certificates for Distinguished Efforts
School of Business Retreat (May 7, 2011)

Heidy Allam, assistant to the chair of the Department of Accounting

Esraa El Bially, communications and marketing officer

Lana El Ramly, head of academic assessment

Sherine Gud El Mawla 87’90, senior corporate relations executive, International Executive Education Institute

Salma Halawa, communications and marketing assistant

Ghada Howaidy 86’91, director of the International Executive Education Institute (IEEI) and institutional development

Lina Nada ’99, assistant to the dean of the School of Business
The School of Business: Annual Report 2010 - 2011

School of Business Statistics
August 2011

Faculty Members
2010 - 2011

107

Faculty
Adjunct
Emeritus

Staff Members
2010 - 2011

119

Faculty (2010 - 2011)
Adjunct Faculty
Emeritus Faculty
Facility
### School of Business Statistics

**August 2011**

#### Undergraduate Students 2010 - 2011

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Spring 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Enrolled)</td>
<td>911</td>
<td>152</td>
</tr>
<tr>
<td>(Graduated)</td>
<td>283</td>
<td>143</td>
</tr>
</tbody>
</table>

#### MBA Graduate Students

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Spring 2011</th>
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<tbody>
<tr>
<td>(Enrolled)</td>
<td>31</td>
<td>27</td>
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<tr>
<td>(Graduated)</td>
<td>11</td>
<td>15</td>
</tr>
</tbody>
</table>

#### Economic Programs Graduate Students

<table>
<thead>
<tr>
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<th>Fall 2010</th>
<th>Spring 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Enrolled)</td>
<td>80</td>
<td>76</td>
</tr>
<tr>
<td>(Graduated)</td>
<td>11</td>
<td>15</td>
</tr>
</tbody>
</table>
The School of Business: Annual Report 2010 - 2011

SCHOOL OF BUSINESS STATISTICS
AUGUST 2011

9,244
UNDERGRADUATES AND GRADUATES ALUMNI

Undergraduates Alumni
7,246
2,846 Business Administration
3,927 Economics
473 Accounting

Graduates Alumni
1,998
1,146 Master of Business Administration
408 Economics
85 Economics in International Development
359 Management
SCHOOL OF BUSINESS STATISTICS

AUGUST 2011

166,000+
MANAGEMENT CENTER ALUMNI

35
PROGRAMS
(2010 - 2011)

210
RUNS
(2010 - 2011)

244
INSTRUCTORS

1,559
CITADEL CAPITAL FINANCIAL SERVICES CENTER
TOTAL USERS (INCLUDING RECURRING USERS)

202
GRADUATES

34
SCHOLARS

GOLDMAN SACHS 10,000 WOMEN ENTREPRENEURSHIP AND LEADERSHIP PROGRAM ALUMNI
472
INTERNATIONAL EXECUTIVE EDUCATION INSTITUTE
ALUMNI
EL-KHAZINDAR BUSINESS RESEARCH AND CASE CENTER

WORKSHOPS

6 CASE WRITING • 3 CASE SOLVING

COMPETITIONS

2 CASE WRITING • 1 CASE SOLVING

EL-KHAZINDAR BUSINESS RESEARCH AND CASE CENTER

PUBLICATIONS

29 LONG CASES

(17 IN PARTNERSHIP WITH IGI GLOBAL PUBLISHING) CASE BOOK
(12 IN PARTNERSHIP WITH IBIMA PUBLISHING) ACADEMIC JOURNALS

35 MINI CASES

(13 PUBLISHED AND 22 AT FINAL EDITING STAGE)

28 MICRO CASES