El-Khazindar Business Research and Case Center (KCC) was founded in 2007 as part of The American University in Cairo’s School of Business, through a grant from AUC alumnus Hisham El-Khazindar. KCC is the first case center in Egypt and the second in the Middle East and North Africa (MENA) region. The project was initiated by Ahmed Tolba, the center’s director and assistant professor of marketing, and Eskandar Tooma, associate professor of finance. The center’s primary activity is to support the development of world-class case studies.
Bridging the Gap Between Theory and Practice

KCC aims to support the development of world-class case studies and other educational services by offering outstanding participant-centered learning tools for students. KCC strives to help businesses in the MENA region to improve their performance. The center’s services are dedicated to developing top-caliber students and contributing to the betterment of society through academic research and practical application, ultimately bridging the gap between theory and practice.
Vision

To become the leading case development center in the MENA region and the primary link between academic research and practical applications.

Mission

To serve as a resource for faculty members from the School of Business and the region and to build capacity in the development of quality case studies in areas related to business in the Middle East and North Africa. In addition, the center promotes the use of case studies as learning tools to provide students with opportunities to integrate and apply skills and techniques learned in the classroom to real-world situations, and to prepare graduates for successful careers as business leaders in the region.
KCC Stakeholders

- Industry
- Training Companies
- Students
- Case Writers
- Faculty
Activities

Case Development

- Publish case studies on regional companies through different media channels and publishing houses
- Host conferences to present cases and discuss management issues in the region
- Offer workshops to train faculty members in case development and classroom integration
- Organize annual case-writing competitions for students

Case Usage and Distribution

- Offer workshops to faculty members and trainers on the effective use of cases in the classroom
- Disseminate the center’s case studies through different local, regional and international clearing houses
- Outreach to different universities in the MENA region

Case Solving

- Train students on case analyses and help them develop case-solving skills
- Expose students to and support them in international case-solving competitions
- Organize annual case-solving competitions for students

Business Research

- Develop business market-research reports and industry analyses covering the region
- Provide a broad spectrum of research services for scholars
Collaboration and Partnerships

In order to achieve strategic objectives, KCC values the importance of partnerships and collaborations. Internally at AUC, KCC is partnering with the John D. Gerhart Center for Philanthropy and Civic Engagement, the International Executive Education Institute (IEEI) at the School of Business and the Management Center, among others. Further, KCC is partnering with local, regional and international institutions such as IGI Global, International Business Information Management Association (IBIMA), Aramex, Endeavor, INJAZ and the United Nations Development Programme (UNDP) in Egypt. KCC believes that partnerships provide benefits to all parties involved and lead to successful and influential initiatives.
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