ANNUAL REPORT
2013/2014
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*For further information regarding this report, contact External Relations Officer, AUC’s School of Business at business@aucegypt.edu
"The willingness, indeed insistence, of the School of Business faculty to measure itself against the highest global standards is a testament to its strength and ambition. It would be easy, in circumstances like ours at the American University in Cairo to argue that we are exceptional and cannot be judged by conventional measures. But in the twenty-first century, distinctiveness cannot be a pretext for self-satisfaction and complacency; indeed, it should be a prod to ensuring our global visibility and promoting our unique contributions to international research agendas, pedagogies, policy debates, and innovations in the world of practice, in business and beyond.

Among the most effective measures of success in the university world is accreditation, and as the figures show, very few business schools attempt and far fewer succeed in meeting the varied standards of American, European and global business education accreditation. That our School of Business succeeded in attaining the rigorous standards if the top accrediting bodies was a genuine triumph. Naturally, that success sets the bar high but we look forward to the active participation of our School of Business in the global debates about the methods and purposes of excellent business education in the years to come."

"Many may focus on accreditation in terms of brand-name recognition. However, the main value of accreditation, underlying obvious signals of excellence, is twofold: It signals the ability of the faculty to work together toward a common goal, and the commitment to continue doing so. Attaining and maintain three accreditations — much like the building of three great pyramids — signals particular skill in solving collective action problems and commitment to continued teamwork to maintain these signals of excellence.

Needless to say, greater recognition also generates greater challenges. First, greater effort is now required, because it is better not to have obtained an accreditation than to obtain and then lose it; and, indeed, agencies grant their accreditations based on anticipation and promise of greater effort and improved outcomes. Second, now that School of Business faculty have demonstrated, impressively, their ability to work together to solve one set of collective action problems, they must find new productive ways to channel this skill, beyond accreditation. This is the greater challenge, comparable to the one facing protest-movement organizers, for whom success in solving one set of collective action problems mandates solving a more difficult set."

President Lisa Anderson
The American University in Cairo

Provost Mahmoud El-Gamal
The American University in Cairo
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.
Accreditation

AACSB: The Association to Advance Collegiate Schools of Business
AUC School of Business first acquired AACSB accreditation in 2006 and received a renewed five-year accreditation in 2011.

AMBA: Association of MBAs
AUC School of Business was granted three years of AMBA accreditation in 2014.

EQUIS: the EFMD Quality Improvement System
AUC School of Business was granted three years of EQUIS accreditation in 2014.

ACCET: Accrediting Council for Continuing Education and Training
AUC’s Management Center was granted five years of ACCET accreditation in 2011.

MSCHE: Middle States Commission on Higher Education
Institutional accreditation status is granted for a period of ten years, with a midway periodic review. The university was granted its renewal in 2008.

NAQAAE: National Authority for Quality Assurance and Accreditation of Education
AUC in its entirety is accredited. The Department of Management was accredited for five years in 2013.

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

MEMBERSHIPS

Association of African Business Schools (AABS)
The Academy of Business in Society (EABIS)
Bottom of the Pyramids Global Network (BoP)
European Foundation for Management Development (EFMD)
Graduate Management Admission Council (GMAC)
Global Business School Network (GBSN)
Principles for Responsible Management Education (PRME)
The Professional Risk Managers’ International Association (PRMIA)
The International University Consortium for Executive Education (UNICON)
CERTIFICATIONS

Chartered Financial Analyst (CFA)
The Master of Science in Finance and the Bachelor of Business Administration with a concentration in finance has been accepted into the CFA Institute University Recognition Program (2013).

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

RANKINGS

First - Master of Arts in Economics in Africa (2013/2014)
First - MBA Program in Africa (2013/2014)
First - Master of Arts in Economics in International Development in Africa (2013/2014)

68th – Business School worldwide in open enrollment executive education programs (2014)

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

Second – Middle East and Africa MBA Rating (2011)

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

Second - MBA in the Middle East and Africa Region (2012-2013)
STUDENT AWARDS AND HONORS

HONORS ASSEMBLIES

Fall Undergraduate Honors Assembly (December 5, 2013)

Spring Undergraduate Honors Assembly (May 11, 2014)
STUDENT AWARDS

Omar Mohsen Memorial Award

• Nora Amr Aboubakr Abdelaal, MICT Major and Highest Honor Student

Presented at the School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

Beta Gamma Sigma Life Time Membership Award

Highest Honor Student Awards

• Marina Abdel Messih Kamal - Accounting Major
• Dina Sherif Bonna - Finance Major
• Aliaa Mahmoud Soliman - Marketing Major
• Noha Sherif Serry - General Business Major
• Rana Mohamed Farid Hegazi - Economics Major
• Nora Amr Aboubakr Abdelaal - MICT Major

Presented at the School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

• Ahmed Al Halaby, Finance Student
• Lobna Nasr - Accounting Major
• Liliane Abboud - Marketing Major
• Emad Magdy Kamel - General Business Major
• Maryan Ragheb Sobhy - Management of Information Technology Major
• Lujane Mulla - Economics Major
• Youmna Rawas - MICT Major

Presented at the School of Business Spring Undergraduate Honors Assembly (May 11, 2014)

Steven Everhart Award

• Aly Zeinelin - Marketing Student

Presented at the School of Business Spring Undergraduate Honors Assembly (May 11, 2014)

Competition Excellence Award

• In the memory of late Ahmed El Halaby - Finance Student (He was the first School of Business student to win the EFMD competition “Live From Campus”)

Presented at the School of Business Spring 2014 Undergraduate Honors Assembly (May 11, 2014)

Best Student Academic Club Award

• Corporate Governance Club

Presented at the School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

• International Experience Award

• The Internationalization Office of the School of Business is proud to announce the launch of the International Experience Award. The award is designed for undergraduates of the School of Business to increase their international exposure before they graduate and transform their business education into an international one. The award assigns point values to an extensive range of new and existing international academic and co-curricular activities in which students can participate. Eligibility to receive the award is subject to achieving a minimum number of points. The School of Business will grant the award in May 2014.

Parents Association Cup Awarded to Economics Student

• Aliaa Abdel Aziz, Economics, was awarded the Parents Association Cup in Spring 2014 Commencement Ceremony, given to the student who best demonstrates an ability to successfully combine academic achievement with a major contribution to student activities.

Live from Campus Competition (October 9, 2013)

• Ahmed El Halaby a Finance student wins the Live From Campus

RIP Ahmed El Halaby, The Office of Student Services (OSS) through its ongoing efforts of engaging students in competitions, has reaped the success of Ahmed Al Halaby a dedicated, creative and exemplary Finance student, managed to win the Eduniversal’s Partner “Live From Campus” competition to make it not only the School’s but AUC’s as a whole first time to win this competition. The long hard work the Ahmed has exerted in blogging regularly for a whole year about how it is to be a student in AUC and the School of Business through the LFC website has paid off at the end. Ahmed represented the School in the LFC annual convention that was held in October 2013 in Bangalore, India months before he passed away, on January 10, 2014.

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I’m extremely glad that our School of Business is now triplecrowned. I believe that this will encourage more students to opt for AUC School of Business because it offers business education that is comparable to schools abroad.

Dana Khater
Economics Senior, AUC’s School of Business and Chief Executive Officer of Coterique
STUDENT EVENTS

‘LUNCH WITH THE DEAN’ WITH STUDENTS:

November 3, 2013

November 21, 2013

April 3, 2014
MBA DEBATE

• Current Challenges faced by the Banking Sector (April 30, 2014)
  Moderator: Aliaan Bassiony - Assistant Professor of Finance, Associate Chair - Department of Management and Director of Msc. Finance. Panelists: Ahmed Issa - CFO – CIB and Yasser Hassan - Managing Director, National Bank of Kuwait

IT FORUM

“The State of Online Video and YouTube” (October 20, 2013)
Thabet Arifishawi, product manager, YouTube, United States


DEPARTMENTS EVENTS

• Department of Accounting Third Annual Reception

• Undergraduate Economics Forum

Best Overall Teaching Professor for 2013 is Dr. Mohmad Al-Ississ (based on teaching evaluations for AFR2013)

In addition, Dr. Mohmad Al-Ississ has been selected as the Spring Kuwait Foundation visiting scholar at Harvard Kennedy School:

• Dr. Mohmad Al-Ississi has been the spring 2014 Kuwait Foundation Visiting Scholar at the Belfer Center’s Middle East Initiative (MEI) at Harvard Kennedy School. At Harvard, Dr. Al-Ississ has been analyzing with Professor Ishac Diwan the determinants of democracy preferences of people in the Middle East.
• Also, Dr. Mohamed Al-Ississi initiated: Free Online Courses in Arabic with Edraak (MOOC Massive Open Online Course).

Dr. Al-Ississi has recorded lectures for the first online course (MOOC) to be conducted entirely in Arabic as part of Edraak, an initiative of Harvard and MIT’s EdX and the Queen Rania Foundation.

Model Egyptian Economy Initiative (MEEI)

Roundtable Discussion Forum on “Shaping the Egyptian Economy Beyond the Revolution” was held on April 27, 2014

The discussion has been kicked off by asking “What went Wrong”? The mandate of MEEI is guiding and sponsoring professional research on the Egyptian Economy in terms of thematic shortcomings and sectoral studies and building model strategies towards its future outlook.

The panel discussion was an inaugural event and it centered around the different sectors of the economy with expert insights on the following:

(1) What were the past mistakes in economic policy that resulted in the two Revolutions?

(2) What are the main resource drivers that will capture the strong potential of our national economy, moving forward?

(3) How can Egypt successfully position itself within its region, and within the new global economic map?
In exchange of very valuable input and views of the esteemed panelists on the first round table discussion hosted by the department of Economics, the panel has been concluded successfully with a conditional sense of optimism towards a better Egypt.

The students voiced their views on the academic required and feedback. The input of the students builds on the self-assessment of the program and helps in the development of the curriculum. Among the group, several students who studied abroad expressed the importance of being exposed to different environment and culture. They were enthusiastic about sharing their experience and very valuable recommendations were expressed for the development of the BA program.

End of Year Department Lunch for all Economics Faculty and Staff
Tuesday April 29, 2014

The End of Year event was a celebration in honor of Ms. Flora Ateya, who is retiring after 24 years of service to the department. It was also in honor of newly wed Dr. Ahmed Kamaly and Samah Shetta, and in honor of Dr. Mohamed Douch who will be returning back to his home institution (Royal Military College at Kingston, Canada) after spending a year at the economics department at AUC.

Launching the One-Year program MA in Economics

The non-thesis track MA in Economics (27 credit hours — 9 courses) can now be completed in one year full-time commitment. Students can complete their BA and MA in five years providing them with better job opportunities. The one-year program starts in the fall semester, where the students take the theory courses and choose the concentration, in spring semester they complete the specialization followed by a research component in the summer semester.

Students choose one of four concentrations:

Graduate Students Workshop
Monday May 19, 2014
Supervised by Dr. Mohamed Douch

The following students successfully presented their research findings in the department’s Graduate Students Workshop:
Mariam Abed Al
“The Impact of Different Levels of Education on Economic Growth: A Case Study of Egypt”
Jaeohon Choi
Eman Assem
“Inequality of Opportunity in the Egyptian Labor Market”
Wissam Saleh
“Can FDI Accelerate Economic Growth in Egypt”
Wissam Saleh
“Entrepreneurship in Egypt: Key Indicators, Challenges and Proposed Solutions”

Finance Students Get Taste of Real World Stock Market, Investments

Getting a glimpse of real-life stock brokerage, students in the Investment Analysis finance class used a simulation software to trade on the U.S. market for seven weeks and track how their stocks performed, giving them a practical experience that they can draw upon in their future careers.

In addition to trading on the Stock Track market virtualization software, the students also put together a valuation of real stocks that are currently trading on the New York Stock Exchange, to indicate to current and potential investors if they should buy, sell or trade shares of a certain stock.

Recent graduates could buy into the fund for $100 per month. The fund invests in top-growing industries that are likely to keep growing in the next five years, gaining hands-on experience in the financial services sector was invaluable for the students, enabling them to narrow down their career goals and specialize their studies.
Accounting Students Job-Shadowing at PricewaterhouseCoopers (PwC) (Spring Semester 2014)

During Spring 2014 the Department of Accounting offered a highly interactive and innovative course, ACCT 4001 – Contemporary Issues in Auditing taught by Nabil Diab, Risk Assurance Partner at PricewaterhouseCoopers (PwC). The course included a job-shadowing component through which students accompanied PwC audit teams on real audit engagements for one day. Furthermore, Mohamed Fouad, Core Assurance Services Partner at PwC was invited to evaluate the students’ final presentations in which they explored various issues in auditing, including the value of auditing, auditing in Egypt, ethics and auditing.
The training was delivered by UNGC Local Network Officer who offered all the students the exclusive invitation of attending the Sustainable Business Circle event held in Semiramis hotel on April 16 discussing the Labour principles.

High Impact Entrepreneurship Discussion by Endeavor

OSS in partnership with Endeavor has organized for and hosted a discussion on High Impact Entrepreneurship on May 4 delivered by Ms. Gihan Nagui - Entrepreneur Selection & Growth Associate. 46 students attended the session where they learnt from their presenter about what it takes to bring their ideas to life from challenges, perseverance as well as creativity.

Ms. Gihan also allowed the attendees a special insight on the career opportunities and internships offered by Endeavor both locally and internationally.

Queries, Complaints and Petitions (QCP) Goes Live

In the continuous efforts to improve, enhance and punctuate the services delivered the OSS has launched in Spring 2014, the new QCP system to receive from School of Business students their Queries, Complaints and Petitions and attend to them in timely manner with best quality. The main purpose of this new system is to enhance the service level of OSS through personalizing and tailoring the communication and problem solving level of the office. This new system called the “QCP” - Queries, Complaints and Petitions serves as a virtual One Stop Shop, further on enhancing and empowering the effective communication channels between the students and the School through the OSS.

The QCP system went live during the Spring 14 semester. Students can access the system through the following link by their email username and password and submit their Queries, Complaints, or Petitions where they will be attended to within 3 working days: http://www3.aucegypt.edu/QCP/ The system also provides a guide on policies, procedures and common questions regarding the School for all AUC community through the FAQ section.

UN Global Compact Student Training

The OSS in partnership with the United Nations Global Compact organized for and hosted a full day training on April 8, for 22 students on the 10 worldwide COP (Communication on Progress) principles and how to measure them as well as assist participating companies on generating their reports. Students understood each principle through real life examples as well as got exposed to the benefits of following those principles on sustainability, employee welfare, etc.

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This is what Ahmed had to say about his experience winning the competition and representing his School in Eduniversal's 2013 convention that was held in India: “Being an AUCian and travelling to represent your School is not easy. It requires strong perseverance and passion; and these were my two weapons that I used to give the best representation about my country and AUC” – Ahmed El Halaby

“One of the things I’ve learned in India is that Education is a progressive discovery, it started the day you were born and it’s an ongoing journey that never ends” – Ahmed El Halaby

Internships – Off Campus Internships

AFCA Foundation for Culture and Arts
- Amina Adham Helal

Al-Futtaim Group
- Nayera Mohamed Amin Mehrez
- Sally Mustafa Tobala

Amer Group
- Amal Khaled El-Shehaby
- Hussein Mohamed Elramly
- Karim Fathi Abdel Hamid
- Karim Ibrahim El-Meniawy
- Lina Nagy Kazemel
- Magy Magdy Yacoub
- Salma Essam Saady
- Sameh Ali Mohamed Ali

Arab Bank plc.
- Sinan Nimer Disi

Baker Hughes Incorporated
- Abdullah Omar M. El-Shishtawy
- Ahmed Amr Hafez
- Amir Aliabbar Gabar
- Hala Abdel Aziz El Rifae
- Marwan Amer El-Haddad
- Nivert Nagui Kaldas

Bamyan Media - El Mashrou3
- Samea Hany Elkholody
- Yasmine AbdelMoneim Abd El-Hamid

Binational Fulbright Commission in Egypt
- Evline Alfred Meshreky

Biopharm for Scientific Research and Pharmaceutical Manufacturing
- Mariam Ebadat Sarhan
- Reham Gamal Yacoub
- Salem Mohamed Elkabary

BP Egypt
- Zeina Ehab Mandour

British American Tobacco
- Abdullah Omar M. El-Shishtawy
- Amr Ibub Sallam
- Manallah Abaf Eid
- Nada Ahmed Tawfik

Commercial International Bank
- Ahmed Hesham Hegazy
- Ahmed Youssry Abd El Aziz
- Ali Tamer Kafafi
- Amal Samir Aboutaleb

- Ezzar Medhat Bonna
- Farida Mohamed Hemeida
- Lamis Adham Fahim Yehia Fahim
- Mariam Mohamed Fahmy
- Mayar Gamal Abdel Bary
- Nada Mahmoud El Tabedi
- Nouran Ragab Abouelqanien
- Yousra Sherif Gado
- Basmat Al Sabah Fareed Abdel Fatah
- Cherif Adel Quiruis
- Habiba Ahmed El-kharbotly
- Laila Saleh Seif El Din
- Mira Osama Saada
- Moatza Gamal Hendawy
- Sara Yasser Ali Kamel Mohamed Ragi
- Yara Mohamed Hossam El-Din Abu-Shahba

Consolidated Contractors Company Egypt
- Sal El-Din Khaled Desouky

Consult Mauensell Limited - AECOM
- Islam Hassan Ibrahim

Cotton Home
- Maryam Mohamed Helmy

Crédit Agricole Egypt
- Heba Sherif Attala
- Mira Osama Saada
- Nada Yasser El Farnawany
- Nancy Ayman Hassan
- Nour Sherif Mohamed

Doehler Egypt
- Nazek Magdy Hassan

Dunia Finance LLC
- Ahmed Samir Hussin Ali Abdel Rahman

Education for Employment
- Radwa Ibrahim El Sekhly

EFG-Hermes
- Zeina Ehab Mandour

- Egypro
- Abdel Rahman Ashraf Abdel Wahab
- Mohamed Baha Eldin Ibrahim
- Mohamed Mohamed Elsaa

Egyptian Child Care Corporation – EC3
- Hassan Hisham El Zawy
- Mariam Hesham El Sherbini
- Mira Osama Saada
- Moustafa Essam Saad

El Sadat Association for Social Development & Welfare
- Alaa Mohammad Abdo Alodh

Eli Lilly Egypt S.A.E.
- Alaa Mohamed Serry
- Mahinour Abdelrahman Talaat

Endeavor Egypt
- Mariam Essam Hassan Mohamed Allam
- May Essam Hassan Mohamed Allam
- Yasmine Abdel-Hamid Khamis
- Yasmine AbdelMoneim Abd El-Hamid

Ernst & Young Egypt
- Marwan Mohamed Sedky

Four Seasons Hotel Cairo at Nile Plaza
- Abdel Rahman Maftouh Abdel Kader
- Soha Sayed Saleh
- Yasmine Said Abou Radwan

GE
- Asmaa Aly Hanafy
- Lujane Awad Malia
- Malak Bahig El Zeki

GE Healthcare
- Reem Mohamed Khhaled Khattab

Ghobbour Auto
- Ibrahim Onsy Wahba
- Nada Ahmed Tawfik
Competition

A team from AUC students scored first place in the local Chartered Financial Analyst (CFA) Institute Research Challenge, beating five other Egyptian universities. The students are now preparing to travel to Milan, Italy in April for the regional CFA competition, where they will face teams from 30 universities across Europe, Africa and the Middle East.

All participants in the local competition performed a detailed analysis of Oriental Weavers Company to determine whether investors should buy, sell or keep holding its stock. The contestants conducted independent research, visited the company to pose questions to the chief executive officer and board of directors, and developed a model of the company’s projected future value, as professional financial analysts would. Based on the financial model they developed, the AUC team of Sandra Boutros, Marina Iskander, Perihan Hafez, Samar El Shafey and Ingy El-Morally recommended that investors buy stock in the company.

“The goal is to determine the value of the stock and give a recommendation to investors who don’t know anything about the company,” said Boutros. “Oriental Weavers is a very successful and strong company at this time, but we also had to forecast what the company’s performance would be like over the next few years to determine the value of its stock today. We found that the stock is undervalued and is going to go up, so if investors can purchase it for less than the returns they will ultimately receive.”

The CFA is a prestigious institution, known to promote ethics in the finance industry. This is the third year the CFA has held a local competition in Egypt, under the auspices of the CFA Society of Egypt. AUC won in the first year, while Ain Shams was victorious last year. For the first time this year, a qualifying competition, organized by AUC’s student-run Actuarial Science Association and Business Association, was held on campus in October to determine which students would represent the University in the local CFA challenge.

“The competition is an exercise to better apply all of the concepts the students learned in class,” said Aliaa Bassiouney, assistant professor of finance who served as an adviser to the team. “It allows students to get a real feel of how to do a valuation. This gives them an edge in the job market because most people do not know how to do this.”

For the students, the competition was a challenge, an achievement and a learning experience. “The competition was the toughest thing I’ve ever done in my life, and winning was like a dream come true,” said Boutros. “In addition to the technical skills we gained, we also learned the importance of perseverance, persistence and teamwork.”

El-Morally noted that the core value of the competition was the practical, hands-on experience gained, as well as the wide exposure and numerous opportunities for skill enhancement. “The competition gave us a feel for how the finance and banking industry really works,” she said. “It is a taste of what we will be doing after we graduate from the University.”

At the competition, the students defended their recommendation in a report, as well as a 10-minute presentation and question and answer session in front of a distinguished panel of judges from the Egyptian business industry. “Our presentation skills are what made us win,” Boutros affirmed. “We also received a lot of support from Dr. Aliaa, who was with us from the beginning to the very end.”

“Winning was the best feeling,” added El-Morally. “It was amazing because we put a lot of work into the valuation, and we’re so happy it paid off.”

Agreed Iskander, “We worked very long hours, spending days and nights on campus over the winter break, but it was all worth it.”

Photo caption: Sandra Boutros, Marina Iskander, Ingy El-Morally, Perihan Hafez and Samar El Shafey win first place at the local CFA competition.

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Photo caption: Sandra Boutros, Marina Iskander, Ingy El-Morally, Perihan Hafez and Samar El Shafey win first place at the local CFA competition.
Student Clubs

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

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

Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC)
Faculty Adviser: Ahmed Tolba ’97, ’01, associate professor of marketing

Project Reach:
Reach is a project that is initiated to meet the Egyptian youths’ growing interest in cultural and musical events. The interns will work to organize, promote for, and host events where upcoming talented musicians, artists, standup comedians, writers, designers and presenters are given the platform to demonstrate their talents and skills for everyone to see.

Project For The Love Of Egypt:
Tourism revival in Egypt through showcasing and promoting Egypt’s monumental sites, heritage and culture. Sending a message to the world about Egypt’s current state and the right image regarding its safety and what happens beyond Media reach.

Project LearnLead:
The objective of this project is to demolish various types of literacy, so to create a basic foundation of knowledge for our youth, and to recreate the foundation of knowledge for our elderly. The primary focus of “LearnLead” is education based upon teaching in terms of academia and ethics.

Intern conference: took place in August
We have delivered exchange experience for 290 who came to Egypt in 2014 and a total of 346 during August 2013-August 2014. AIESEC AUC organized a conference for the interns who were coming from all over the world to volunteer in its community development projects. The conference, which lasted for three days, aimed to complement the interns’ exchange experience by empowering them with the needed skills and knowledge in order for them to make the best out of their experiences.

Start Off Conference:
Start Off is AIESEC’s first initiative to engage high school seniors that took place in August 2014 to ease their Transition to University, empower them with the knowledge and skills all university students need to succeed and offer them the opportunity to Join one of AIESEC’s Leadership Development Programs.

Numbers of exchanges delivered:
346 undergraduate interns came to Egypt to volunteer in projects during Aug 2013-2014
236 Egyptian undergraduate went on exchange abroad to volunteer in projects during Aug 2013–2014
7 graduate interns came to Egypt to work professionally during Aug 2013-2014
15 Egyptian graduates went on internship abroad during Aug 2013-2014
Business Association (BA)
CFA Qualifier Competition (April 2014)

The Certified Financial Analysis Research Challenge competition (CFA Qualifier) is a company valuation competition that prepares and qualifies students to enter the CFA Local Challenge. The competition aims to give students the practical experience of company valuation through exposing them to judges from the industry that not only judge, but give sessions as well. The Actuarial Science Association has partnered with the Business Association in organizing and participating in the competition. The event was held on the AUC Campus on February 8, 2013, and the winning team has also won the regional competition against teams from the German University in Cairo, the British University in Egypt, Ain Shams University, Cairo University, and Helwan University. On April 1, the AUC team also won the local competition and represented Egypt in Milan, Italy, competing against teams from Europe, the Middle East and Africa.

At the end of the day, P&G was hosted to orient the students into the corporate world through a game of jeopardy. The opening of the event was held one day before, where the School and the Association hosted the newly declared students and received their questions.

In collaboration with the School of Business, the Business Association initiated the first Just Declared Experience on December 12, 2013. The one-day event was lead by 25 various Business Peer Leaders of high caliber students from different concentrations to assist and facilitate each newly declared student through their day-to-day tasks. The aim of the JDE is to provide the students a better understanding of each major and introduce the pitfalls to avoid, aid in choosing concentration, registration and advising.

Sunday Coffee Break
For every Sunday of each week, the BA surprised the Business community with various caterers of tea and coffee in the early morning at the entrance of Abdul Latif Jameel Building. The service was sponsored by Nescafe Egypt. Every time, the service is set before 8:30 am for all Business students, staff and faculty, to enjoy their free coffee. On special occasions, the BA surprised the School with free viennosiere as well.

MGMT 480 Simulation Surprise
On November 23, 2013, the BA surprised the classes of MGMT 480 by catering lunch during their final simulation break.

UG International Study Tour to San Francisco
2014 Spring Break (April 11-18)
An unforgettable experience organized by the BA where the participants attended session in Stanford University and Wearble World, met the managers of Google, Silicon Valley, Berkley, and indulged in practical experiences at the Golden Gate Bridge, 6 Flags, and Union Square.

B&N DROPBOX
With the assistance of our cooperative business students who contribute their valuable notes and textbooks, we were able to provide specific classes with well-written notes prior to the midterms. The objective is to prepare the students for their exams through providing them quality notes.

Skill Building Center workshop
The first workshop was held on the Saturday March 8 by Dr. Fikry Boutros and Dr. Ahmed Tolba on presentation and problem solving skills. It accommodated more than 30 students to enhance their skills in areas of public speaking and develop their problem solving. Refreshments were served in a 30 minutes break between the two sessions, and at the end of the day certificates were distributed among the attendees.

- 40 -
- 41 -
The BA Closing
In June 2014, the BA held its first-year closing in Al-Mo’ayz al-Afl. It hosted around 20 guests, limited only to the BAians and close friends. Awards were distributed to exquisite members as gifts of gratitude. Also, Shady El-Tohfa inaugurated the new elected president, Sarah Amin. Hosted by Aly Zeinelidine, it was a cozy night filled with joy and satisfaction.

Corporate Governance Club (CGC)
Faculty Adviser: Ahmed Abdel-Meguid, assistant professor of accounting

Second “Board Games” Competition (April - May 2014)
‘Board Games’ is a competition developed and organized by CGC and sponsored by PricewaterhouseCoopers (PwC). It features a simulation of a board of directors (BOD) meeting that involves role-playing by students of the various constituents of the board (CEO, Chairperson, Independent Directors, Chair of the Audit Committee and the Board Secretary). students, representing these roles, simulate meetings in which they make decisions regarding certain Teams made up of five challenging business cases and scenarios. Teams of undergraduate students from universities all over Egypt are invited to participate in the competition. Prizes are offered for the first three places.

ENACTUS
Faculty Advisers: Ahmed Abdel-Meguid, assistant professor of accounting; Khaled Samaha, associate professor of accounting; Hamed Shamma ‘99, ‘02, assistant professor of marketing and British Petroleum Chair of Management

Entrepreneurs’ Society (ES)
Faculty Adviser: Iman Seoudi ’95, ’00, assistant professor of management
Entrepreneurs’ Society was founded in 2003 for a simple reason; we believe that our youth is capable of shaping the Egyptian economy. Entrepreneurship is much more than the act of running a business. It’s about pro-activity, being socially responsible, risk taking, innovation and seizing opportunities. An entrepreneur’s impact goes beyond his or her own personal success as he or she creates jobs and inspires others with their persistence. Our mission is to tackle students’ hesitation to start new businesses as well as create intrapreneurs, people who are entrepreneurial in whatever they choose to pursue. We develop, inspire and support the new generation of innovators, risk takers and pioneers. Our vision is to be the foremost student movement in the MENA region entrepreneurial ecosystem whose members move on to create diverse and successful ventures.

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

Welcome Party (3rd of October, 2013)
A gathering for the new members to get to know each other and the high board members and welcome them to the team. The welcome party was held in the AUC gardens behind the library, a bit more than a hundred person showed up, members and their friends.

Entrepreneurial Lecture (8th of October, 2013)
We invited Hassan Arslan, an AUC alumni who is CFO and co-founder of arikia, the beanbag company. He came over to share his story and experience with the students, giving them advice about the do’s and don’ts to succeed.

EGX Trip (October 29, 2013)
FEC has arranged a trip along with Citadel Capital to the Egyptian Stock Exchange. This trip aimed at informing the School of Business students about the stock market and how it operates.

Malaysia Trip (Winter break)
Visited a few institutes and some tourist attractions as well. You might say the most important site visited was the Petronas Towers.

Sharmoofers Concert (May 15, 2014)
In a joint closing, FEC and Musicana, arranged for the Sharmoofers concert which took place in Bassily Auditorium.

International Conference on Global Economy (ICGE)
Faculty Adviser: Hamed Shamma ’99, ’02, assistant professor of marketing and British Petroleum Chair of Management

ICGE Soft Opening November 11, 2013
Soft launch of the year by throwing w ceremony to start the academic sessions.

ICGE closing March 2014
The end of the conference and the academic year for ICGE.

Juniors week April 2014
One week dedicated for high school students to have glimpse of what ICGE is and learn different aspects of the economy.
Junior Enterprise Consulting (JE)
Faculty Adviser: Nizar Becheikh, assistant professor of strategy and innovation management

Recruitment August 28, 2013
Recruited a highly qualified team of Organizing Committee Heads, Consultants, and members

Consultants Trainings Sept 18 2013
Our Consultants received an intensive training in the consulting field by AUC professors, as well as a vast of other professionals from different companies such as PWC and P&G.

JE Soccer Tournament Nov 8 2013
Promoted sports on campus by creating the successful JE soccer tournament which featured a vast amount of University students. Winners received a prize of 5000 LE.

The Consultants Competition March 25 2014
A case study competition where applicants competed in teams to provide the best consulting service to a “Bus Pooling” startup with a problem. This competition’s aim was to provide university students (applicants) with real life consulting experience, help boost our consultant’s experience, and finally help a startup solve its problem through the consulting services it received.

Volunteers in Action (VIA)
Faculty Adviser: Dina Rateb ’84, associate professor of management information systems

9th Annual Campus Wedding for Orphan Brides
For the ninth year in a row, the Volunteers in Action (VIA) student club organized a wedding ceremony for five orphan brides at AUC New Cairo. A team of 14 students spend four months preparing for the event, as well as equipping each new couple’s home with the necessary appliances and furniture.

“The point of the event is to make the brides feel that their happiness is important to someone else,” said Menna ElBassiouny, one of the VIA members in charge of the event. “It’s not just about a party or about buying them things. The details are important, like them getting to choose their dresses, having their own cake and feeling like it is their day.”

VIA first chose the brides based on need, age and when they wanted to be married, then raised money to furnish their new apartments and hire staff and services for the wedding. “We tried to get the best wedding planner we could, and we had a makeup artist, a professional singer and photographers,” noted Haidy Shendy, VIA president.

The entire event and the furnishings for the couple’s new homes were funded entirely by donations, mostly from AUC students. Transportation was provided to and from AUC, as well as entertainment and meals during the six-hour ceremony.

Three hundred and fifty people attended the event, 60 guests per couple as well as 50 members and supporters of VIA. “One of the best moments of the wedding was the zaffa (procession), when the brides entered,” recalled ElBassiouny. “They all looked amazing in their dresses, and they were so happy and proud in front of everyone.”

In addition to the five brides who attended the ceremony, VIA runs an ongoing initiative to raise money for underprivileged newlyweds. The club has provided assistance to 20 other needy brides since last fall, raising money on campus and through a social media campaign to help them furnish their homes. “Our mission,” affirmed Shendy, “is to improve orphans’ status and make them happy. We want to bring smiles to their faces.”
Graduate Studies

1. MBA Program Ranked by Eduniversal as No. 1 in Africa among the Top 200 best master programs worldwide 2013/2014

The MBA program at AUC was also among three graduate programs at the School of Business, including the Master of Arts in Economics and Master of Arts in International Development, that are ranked number one in Africa, according to the 2013 - 2014 Eduniversal ranking of top master’s programs.

Regional ranking within the 9 geographical zones, Ranked N°2 in MBA full time, Africa

2. Internationalization of the MBA Program:

Visit from ESADE January 23, 2014

As part of the global exposure of the AUC School of Business and as a direct manifestation of its internationalization strategy, AUC EMBA/MBA students and alumni met with 12 MBA students from ESADE Business School (Barcelona, Spain) last January and had the chance to share experiences of managing and sustaining family-owned businesses during challenging times. The visit to AUC was part of an MBA Study tour titled “Family Business during a Crisis” organized by the Family Business Club at ESADE Business School. The tour included visits to various family-owned businesses in Cairo where they discussed measures taken to weather the political and economic turmoil that followed January 25, 2011 in Egypt.

3. Linking the MBA Program to the Real World:

MBA Students Visit Ipsos for Marketing Research Course December 8, 2013

AUC School of Business MBA students enrolled in the Market Research Methods course (MKTG 521) were granted the opportunity to attend a field trip and orientation session at Ipsos, a top leading research company in the MENA region.

Supply Chain Council January 18, 2014

Supply Chain Council (SCC) regional meetings, hosted this year by the American University in Cairo, offer regional networking and the opportunity for Supply Chain Operations Reference (SCOR)-qualified instructors and chapter volunteer team members to share the latest updates in SCC development with regional supply chain leaders. The MBA students attended this event among 100 attendees.

MBA Debate April 30, 2014

AUC School of Business MBA students met with key bankers in the Egyptian market in an interactive platform focusing on priority issues related to the banking sector, providing graduate students with insightful perspectives from business professionals and academics. The panel at the seventh MBA debate, included Ahmed Issa, Chief Financial Officer of Commercial International Bank (CIB) and Yasser Hassan, Managing Director of National Bank of Kuwait and moderated by Assistant Professor of Finance and the Director of the Master of Science in Finance, Aliaa Bassiony.

MBA Study Tour to the Netherlands: Rotterdam School of Management (RSM) Erasmus University August 1-7, 2014

The MBA and EMBA students went on a study tour from August 1 till August 7, 2014 to RSM, Erasmus University, Netherlands. They attended lectures about doing Business in Europe Sustainable Supply Chain Management. During this tour, they also visited the Port of Rotterdam, Cargill, and other cultural events.

4. Developing the MBA Program April 2014

MBA Exchange Student Learns About Different Cultures and Develops Business Skills Fall 2013

In an effort to increase the cross-border flows of knowledge and expand student horizons and experience, as part of the AUC School of Business MBA exchange program, Amr Shain went to study at the Monterey Institute of International Studies during the fall 2013 semester. The MBA Exchange program allows students to achieve international exposure in order to enhance business knowledge and develop critical thinking skills. Furthermore, the experience strengthens communication skills as participants interact and work closely with students from different cultures and backgrounds.

Attend the GMAC Conference in June 2014

Meet the CEO Series: Vasif Imtiazi March 6, 2014

On March 6, 2014, the MBA program was honored to have Mr. Vasif Imtiazi, Managing Director and Chief of Staff at Citi Mortgage, as a guest speaker in one of the classes. He talked about the functions of different types of banking as well as aspects of regulations related to them, in addition to Mortgage Backed Securities.
Executive MBA Program Conducts Orientation Session November 17, 2013
The Executive Master of Business Administration Program (EMBA) hosted an orientation session for its second run for the year 2014 – 2015 at AUC New Cairo.

Business Graduate Association Introduces Two New Sessions for Leadership Skills January 4 and 11, 2014
The student-run Business Graduate Association (BGA) under the supervision of the Master of Business Administration Program (MBAP), launched two new sessions pertaining to conveying leadership skills to participants. Entitled “Transform Your Leadership,” the two sessions are devoted to effectively serving its engagement services section. Delivered by Ahmed El Aawar, founder and CEO of Life Coaching Egypt, the two sessions focused on “Authentic Leadership” and “Coaching Principles and Skills.”

Revamping the MBA Spring 2014
A committee was formed in spring 2014 to look into the AUC School of Business MBA program and revisit it given the recommendations and conditions set by the AMBA.

EMBA Graduation of First Round Spring 2014
Graduates of the EMBA program celebrated their achievements at the spring 2014 commencement, along with the first graduates of the Master of Science in finance. Both programs were launched by the School of Business in 2012, primarily targeting working professionals who are seeking to expand their know ledge and gain exposure to global business practices and financial trends. Targeting professionals working in the banking and financial services sectors, the Master of Science in finance is composed of intensive courses that work to enhance participants’ professional skills, as well as promote the principles of ethical financial practices.

Meeting with the students March 30, 2014
The Director of the MBA programs, Ahmed Abdel Meguid, met with the MBA students to listen to their problems and work on improving and eliminating the issues that concerned them. This was an important step in building communication channels between MBA students and the administration of the program.

AMBA Accredited April 2014
MBA Students Visit Ipsos
The AUC School of Business was announced as AMBA accredited in the spring of 2014.

Aspen Institute “Business & Society International MBA Case Competition” April 2014
A team of four MBA students won fifth place worldwide at the Aspen Institute’s 2014 Business and Society International MBA Case Competition, the final round of which was held in New York in April 2014. The competition included 25 teams from around the world and more than 1,000 MBA students hailing from prominent institutions such as Northwestern University, the University of London, Wilfrid Laurier University and Boston University. AUC’s qualification for the final round of the competition marks the first time for a country outside the United States, Canada and Europe to be represented in the last round of the competition.

Best-Strategy Invitational Grand Champion Award August 2014
The competition used the Business Strategy Game tool on the internet which has also been used in the course MGMT508 with Dr. Nizar. The champion team from each class worldwide was invited to participate in one of three global rounds to determine the grand champion. The worldwide round for August (Called Best Strategy Invitational) ran from August 4 till August 15. The AUC School of Business team maintained leadership in most of the rounds, and ultimately finished in first place.

EMBA trip to Center for Creative Leadership CCL (USA)
Citadel Capital Financial Services Center (CCFC)

Reuters Certification Program (October 1 – 10, 2013) and (March 11-18, 2014)

Reuters Certification Program is a joint program between the Citadel Capital Financial Center (CCFC) and Thomson Reuters Markets Academy with the main objective of broadening students’ knowledge of the “Thomson Reuters Eikon,” one of the most widely used analytic and trading systems in the financial services industry. The program workshops cover five core modules that provide participants with hands-on experience in screen design, searching for data and news, charting, pricing, and valuation, and retrieving data in Thomson Reuters Eikon Excel. The expected outcomes of the program are enhanced participants’ skills in using the financial database and eligibility to register for the Thomson Reuters Certification Assessment. A total of 62 students attended the workshops, out of which 4 passed the Certification Assessment.

Fundamentals of Technical Analysis using Reuters (October 22–December 10, 2013)

CCFC offered the fifth round of the Technical Analysis Certification. The program focused on fundamental technical analysis techniques and chart analysis, and is designed to educate students on how to study market movements so as to enhance trading and investment decisions. The program curriculum has been enhanced by introducing undergraduate and graduate students as well as alumni to the technical analysis tools supported by the Thomson Reuters platform and commonly used by market professionals. It has contributed to bridging the gap between class concepts and market experience. Sessions were delivered by distinguished market professionals including Mohamed EI Saaid, Executive Director and Head of Technical Analysis Department, HC Securities and Investments (HCSI), and Mohamed Ashraf, Chief Technical Analyst, CI Capital.

Field Trip: Egyptian Stock Exchange (October 29, 2013)

CCFC organized a trip to the Egyptian Stock Exchange with the objective of linking classroom concepts with real-world experience to enhance classroom literacy. Students were taken on a guided tour, where they had the opportunity to observe the Floor Operations. Reham Shalaby, PR Supervisor of the Egyptian Stock Exchange, welcomed the students and informed them about the history and performance of the stock exchange. A total of 28 undergraduate and graduate students joined the trip.

Field Trip: Arab African International Bank dealing Room (April 8, 2014)

CCFC organized a field trip to the Arab African International Bank dealing room as part of the Capital Markets Course. A total of 17 undergraduate students enjoyed an afternoon visit, where they witnessed the bank’s traders buy and sell financial securities using the Thomson Reuters Platform. A thrilling lecture was given by the Head of Treasury on the secrets of trading and the daily practices of the trading team. The visit concluded with an open-discussion, led by the Head of Treasury and one of his team members, about market performance and future prospects.

Publications: The Weekly Market Review

As part of CCFC’s effort to promote financial knowledge and raise awareness of the latest financial news and events, CCFC team of researchers, together with a team of AUC students, has been working closely to produce CCFC’s weekly newsletter. The Weekly Market Review, powered by Thomson Reuters, provides the AUC community with an up-to-date summary of local, regional and international market performance and is available on both News@Auc and the CCFC website in an effort to reach out to more students and faculty.

Capital Markets Course Offered Jointly by CCFC, Thomson Reuters and Finance Unit (Spring 2014: February 2 - May 18, 2014)

The Capital Markets Course (FINC4202) is offered in partnership with Thomson Reuters, stemming from CCFC’s mission to bridge the gap between theory and business practice. The objective of the course is to provide students with thorough insight into the structure and mechanics of financial markets linked with financial applications. It is co-taught by Dr. Eskandar Tooma, associate professor of finance, and senior trainers from Thomson Reuters, who share their financial knowledge and experiences with students. Each lecture is followed by a practical workshop to showcase a portfolio of Thomson Reuters Financial Databases used by leading investment banks and corporations.

Advanced Corporate Financial Modeling (February 15-May 17, 2014)

CCFC offered the fourth round of the Advanced Corporate Financial Modeling. With the objective of filling market gaps, the program aims to teach participants cutting-edge modeling tools and techniques to construct comprehensive, flexible and user-friendly financial models. More than 30 finance professionals from leading institutions and corporations participated in the program, including Arab African International Bank, Al Abram Beverages, Planet Investment Banking, Dar El Mimar Group, and United Gas Derivates among others.

P&G Excel Tips and Tricks (April 6, 2014)

CCFC, in partnership with Procter and Gamble (P&G), hosted the “Excel Tips and Tricks” Workshop. Finance undergraduates who attended the workshop were armed with the knowledge of how to use Excel commands, functions and formulas more efficiently to support decision making. The workshop focused on walking participants through producing well-structured Excel sheets to enhance work productivity and improve output. A total of 19 undergraduate students attended the workshop that was delivered by Bassel El Toukhry, Senior Commercial & Brand Operations Financial Analyst at Procter & Gamble.

Field Trip: Egyptian Stock Exchange (October 29, 2013)

Field trip: Egyptian Stock Exchange (October 29, 2013)

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Field trip: Egyptian Stock Exchange (October 29, 2013)
NEW PROGRAMS:

Professional Post-Graduate Diploma in Marketing–
(April 1, 2014)
The diploma is designed by a committee of professionals alongside faculty from the School of Business. Participants are provided with a practical approach to marketing applications that can be used in their profession by applying relevant, recent and practical methodologies to marketing problems and strategies.

CURRENT PROGRAMS:

First run of the Professional Post-Graduate Diploma in Human Resource in the New Campus – (April 1, 2014)
Being one of the leading Diplomas in ExecEd and due to the continued high demand, the HR Diploma started its first round in the New Cairo Campus. This will enable ExecEd to cater to the market requirements and demand to have an existence in the New Cairo area and attract a wider range of attendees.

Advanced Management Program – Managing the Uncertainty (March 2014)
Managing the Uncertainty program imparts upon managers the knowledge needed to manage an organization through uncertain times. It helps participants make a paradigm shift in order to define, weigh, manage, and solve problems using innovative methods that can transform them into opportunities. The program had the honor of hosting a distinguished guest speaker on this panel, Ms. Suresh Narayanan, Chairman and CEO, Nestlé Egypt and Head of North East African Region.

The Real Estate Executive Development Program & Singapore Study Tour (March 1, 2014)
The program is designed to provide participants with a good understanding of the principles and practices of real estate planning, development, marketing, valuation, finance, economics, and management. The course materials are designed to equip participants with practical tools for effective real estate-related decision-making and functions, and for identifying potential opportunities in the sector. The program combines theory and hands-on experience through a five-day study tour to Singapore to witness first-hand a model of a mature real estate market.

EVENTS:

Advanced Management Alumni Event (December 17, 2013)
ExecEd held the first Alumni event for the Advanced Management Program Alumni of 2012–2013. The event was hosted by both Dr. Kevin O’Connell - Associate Dean for Executive Education and Mr. Amer Hamdy – Directors. Dr. Kevin was the spokesman for this event, where he discussed Michael Feiner’s best business book of the year “The Feiner Points of Leadership”.

Strategic Management Course Alumni Event (December 19, 2013)
ExecEd held an event for the Strategic Management Course Alumni, which was held at the Al Affi Hall at the New Cairo Campus. Dr. Ayman Ismail - Endowed Chair of Entrepreneurship - AUC School of Business, Department of Management was our guest speaker and the event was hosted by Mr. Amer Hamdy - Director, Executive Education.

Public Event on Training with an Impact: How to Measure ROI in Training (January 21, 2014)
ExecEd conducted a workshop on “Training with an Impact: How to measure ROI in training”, by guest speaker Dr. Jack Philips, the chief executive officer of the ROI Institute. Measuring the ROI in training has garnered much attention among organizations and attracted CEOs, CFOs, and training and Human Resource Directors. Dr. Philips explored the ROI process model while sharing his own personal experience using the methodology in different countries and across business sectors and functions.

The Africa Egypt Business Forum 2014
The forum openly discussed the role of Egypt in Africa’s future economic growth and brought together leaders in Afro-Egyptian policy formulation. Leaders from the private sector, academia, diplomats and government officials shared their thoughts, strategies and recommendations on the future of Afro-Egyptian economic development.

Graduation Ceremony (January 21, 2014)
The Management Center held its annual graduation ceremony for the academic year 2013 – 2014 which witnessed the graduation of 500 participants in different professional diplomas, including healthcare, hospital management, quality management, and banking. Dr. Jack Phillips, CEO of the ROI in the United States, was the guest speaker at the ceremony. He discussed the growing importance of measuring return on investment in training, particularly in the current local and global economic climate.
Memorandum of Understanding of Health Insurance Organization (April 9, 2014)
A Memorandum of Understanding was concluded between the School of Business Executive Education and the Health Insurance Organization for joint cooperation in the area of Professional Development. Both parties are committed to enhancing their value offerings through knowledge and experience-sharing, continuous improvement, and commitment to the long-term success of one another.

SUCCESS STORIES:

**Ieoc - Lean Six Sigma Customized Training (September 2013)**
The term Six Sigma refers to a statistically derived performance target of operating with only 3.4 defects every million “opportunities”. Companies in the Petroleum Sector in Egypt achieved dramatic results by applying Lean Six Sigma methods to improve their performance. The goal of Lean Six Sigma is near perfection in meeting customer requirements. Lean Six Sigma requires companies to build their business around an intimate understanding of their customers’ requirements, bringing as much discipline and focus to this external activity as they do to internal process-improvement efforts. The training goal was to develop effective team player skills and team leaders in the six sigma projects. Implement proven methodology to achieve breakthrough improvements in the overall productivity and profitability of their organizations.

**Novartis - Demand Forecasting Methods Workshop (December, 2013)**
The School of Business Executive Education conducted a workshop on “Demand Forecasting Methods” as a customized program for Novartis, with innovative solutions to improve the Demand and Forecasting knowledge of the trainees in the Healthcare sector. Novartis, one of the major companies in the healthcare sector in Egypt, has been working closely with the corporate sector in identifying key business challenges and developing tailored and innovative solutions that will add value to their businesses, improve efficiency, and increase as well as sustain the organization’s growth. Badr El Din Petroleum Company (BAPETCO) partnered up with the ExecEd for the development of their top management program to create a customized program with a true impact and a strong, quantifiable return on investment purely designed for the developmental needs of 60 of BAPETCO top management. The outcome of the program was an impressive 8 projects all dedicated to the development of BAPETCO. The impact of the program was recognized even before it was concluded with the immediate implementation of multiple projects.

WEBINARS:
The Executive Education (ExecEd) of the School of Business is leading the market in designing awareness sessions about new concepts and different skills needed to excel in the new virtual organizational structures. The ExecEd conducted a virtual leadership session for Coca-Cola managers on July 15 with the main focus of sharing the best practices of organizations who have successfully prepared their managers to lead virtually. The session was conducted by Cory Bouck, an expert in leadership development.
ENTREPRENEURSHIP AND INNOVATION PROGRAM (EIP)

AUC Launches the First University Spinoff Company in Egypt

The American University in Cairo (AUC) announced the launch of Egypt’s first University spinoff company in a press conference held in the Tahrir Square campus. The company, D-Kimia, develops novel and affordable diagnostic solutions to detect a broad range of diseases, initially focusing on the identification of the hepatitis C virus (HCV) that affects over 170 million people worldwide. D-Kimia is the first biotechnology start-up company in Egypt that is based on know-how and technologies developed at a university in Egypt. Speakers at the press conference were Lisa Anderson, AUC president; Amr Sharawi, provost; Amr Salama, counselor; Hassan Azzazy, professor of chemistry, AUC, and co-founder and chief scientist, D-Kimia; Karim Hussein, co-founder and CEO, D-Kimia and Ahmed Elaithy, director of the Technology Transfer Office (TTO), AUC. AUC has granted D-Kimia the exclusive license to four patent pending technologies developed at the Novel Diagnostics and Therapeutics Lab at AUC under the direction of Professor Hassan Azzazy. A sponsored research agreement was signed between AUC and D-Kimia that enables the company to access labs and equipment at AUC’s School of Sciences and Engineering. In addition, D-Kimia has been selected in the first AUC Venture Lab Competition conducted by the Entrepreneurship and Innovation Program at the School of Business.

Endeavor LSP Sept 19, 2013

12 teams participated in this selection, whereby eight teams were selected. These teams were: Nola Cup Cakes; La Poire; Ismailia Company; Sphere; Saal Investment; Art Café; Ariika; Nas Trends; Matter Branding; Baraka Optics; Eklego Design; IEC.

KashefLabs competes in the Intel Global Challenge Competition (IGC) October 2013

The Entrepreneurship and Innovation Program (EIP)Venture Lab (V-Lab) incubated team KashefLabs competed in the Intel Global Challenge Competition (IGC) held at University of California, Berkeley, positioning the business prospect on the international market. KashefLabs is a startup company based on building integrated solutions with projects that aim to foster detection of landmines in a safe, risk-free manner. Their first project revolves around developing a ground penetrating radar in an innovative method that can be patented. This is through creating an Unmanned Aerial Surveillance (UAV) product which can either automatically or manually scan underground surfaces without endangering the lives of human.

MIT Google Hang out Oct 28th 2013

The School of Business provided a platform for Egyptian entrepreneurs to attend the launch of the competition in late October. About 80 people filled Moataz Al Ahli Hall to participate in a webinar that connected 21 Arab cities via Google Hangout. The webinar speakers included Tamer Ford, chief executive officer of Inphi Corporation; Michael Cassidy, project leader for Google’s Project Loon; Sandy Herz, director of strategic alliances at The Skoll Foundation; and Ossama Hassanain, chairman of TechWadi.

School of Business Attends EFMD Conference November 13 - 25, 2013

The School of Business participated in the European Foundation for Management Development conference on Entrepreneurship and Management Education in Africa in Dakar, Senegal. Senior representatives from business schools from Africa, Europe and the United States, including the AUC School of Business, the University of Stellenbosch, the University of Cape Town, the University of Kuala Lumpur and Babson-Rwanda Entrepreneurship Center, joined the conference and shared their successful experiences.

Rise UP Egypt 24-25 Nov 2013

The Entrepreneurship and Innovation Program was one of the main partners in this event together with other key players including Injaz-Egypt, Flat6Labs, Endeavor Egypt, MIT Enterprise Forum and Mercy Corps Egypt. The “clinic” was set to aid struggling entrepreneurs; a vitamin shot for those doing fine or helping entrepreneurs who have an itch to turn their ideas to reality. EIP provided “mentors” as “doctors” in different areas. Fifty mentors/doctors wrote prescriptions for the entrepreneurs with what they can do for their business and general tips for survival. More than 200 entrepreneurs asked for EIP 10-minute business consultation at the clinic.

The AUC School of Business and the MIT Enterprise Forum of the Pan-Arab Region held an official signing ceremony to mark the beginning of their collaboration, which aims to encourage entrepreneurship and innovation in Egypt and the Arab world. MITEF-Pan Arab is one of 28 chapters of the MIT Enterprise Forum, a nonprofit networking organization that has been serving the entrepreneurial community for more than 35 years. Currently, the School of Business is working with MITEF Pan Arab to help promote the seventh annual MIT Enterprise Forum Arab Startup Competition, in partnership with Abdul Latif Jameel Community Initiatives.
To mark the graduation of the first cycle (SODIC Cycle), the School of Business at the American University in Cairo (AUC) held AUC Venture lab (V-Lab) Demo Day, where the six incubated startups showcased their products and services. The incubated projects included flying helicopters that detect land mines, e-news aggregation applications, online e-portal for the textile industry, online hub for transportation services, online video games and devices that aid the visually impaired.

V-Lab's second cycle starts March 16, 2014. AUC Venture Lab (V-Lab) at The American University in Cairo’s School of Business started V-Lab's second cycle with seven new incubated startups. Established by the School of Business, the mission of the V-Lab is to commercialize technologies and innovations developed by Egypt-based startups into commercially viable ventures. After an exhaustive selection process, startups Anxology, Bus Pooling, DoubleVee, Edo7, Madad, SingleClick, and Tatweer were named as the new cohort.

Young Innovator Awards Program celebrated Egyptian Innovators February 20, 2014

Under the theme of “Powering Innovation...Powering the Future”, the Young Innovator Awards Program celebrated Egyptian Innovators at the Oriental Hall at the Tahrir Square Campus. The event was under the auspices of Dr. Amr Ezzat Salama, former Minister of Scientific Research & Development and Education Counselor to the AUC, and Dr. Ramzy Stino, Minister of Scientific Research. The event was highly publicized by the media, with 22 press releases and 4 televised media coverage, the YIA Closing Ceremony “Powering Innovation...Powering the Future” created a big BUZZ in the R&D ecosystem in Egypt.

AUC Venture Lab Demo Day – March 13, 2014

The Entrepreneurship and Innovation Program and Wamda successfully completed the Mix N’ Mentor. Mix N’ Mentor is a community event that brings together promising entrepreneurs with industry experts and investors to discuss specific startup challenges. With its unique format, Mix N’ Mentor forges deep long-lasting connections between entrepreneurs and mentors. Mobser, Bus pooling, Lindy & Smart News who are incubated at AUC Venture lab were among other startups part of this year’s mix n mentor.

Mentors Awards – April 29, 2014

Entrepreneurship and Innovation program, Injaz, and Endeavor celebrated their mentors in the Mentors’ Awards 2014. The event honored our mentors who dedicate their time and effort to entrepreneurs. EIP awards were given to Most Active New Mentor: Dr. Hala Hattab, Most Committed Mentor: Ali Hashim, Veteran Mentor Award: Mohamed Younis, Most inspiring: Dr. Ahmed Hassanien and People’s Choice: Karim Hussien.

7th MITx Arab Startup Competition Forum at the American University in Cairo May 20 & 21, 2014

AUC partnered with the Massachusetts Institute of Technology Enterprise Forum (MTES) of the Pan Arab Region to co-organize its annual Arab Startup Competition. The event, held at AUC's New Cairo campus, brought together 150 entrepreneurs from around the Arab world to receive one-on-one coaching in a two-day workshop from May 20 to 21. Winning the first prize in the “Startups” was SudanMed from Sudan, which places the Sudanese healthcare system onto one online platform, where patients can find all relevant information. Bill Aulet, senior lecturer and managing director of the Martin Trust Center for MIT Entrepreneurship at the MIT Sloan School of Management, delivered the keynote speech at the ceremony.

Yaoota! launch event – June 2, 2014

Yaoota!‘s launch was co-organized by Entrepreneurship and Innovation Program (EIP). Yaoota! was developed by Flying Elephant Lab, a technology startup operating out of Cairo, Egypt. Positioned in a region that exhibits the highest global e-Commerce growth, Yaoota! helps users navigate through the ever-increasing offerings of different online merchants.

Endeavor Egypt 16thLSP, June 9, 2014

Endeavor Egypt selected 2 high impact entrepreneurs at its 16th Local Selection Panel. The entrepreneurs were chosen at a panel held at AUC New Cairo Campus. Six Candidates were interviewed in 3 rounds by 12 Endeavor Mentors split into two panels. The Candidates were ElShafei, Layla Awad – Heba Linens, Dr. Hisham Haddara - Si-Ware Systems, Amira Azzouz – Fustany, Hussein Rifai, Ahmed Adawy – Inertia, Sherief Kessbea - Nile Valley Growers, and Hossam Allam – Benchmark.

Kalam Fi El Alam June 13, 2014

Nahdet el Mahrousa, in partnership with Education Hackathon, Tahrir Academy, Tenous and 100 days, successfully completed the Kalam Fi El Alam Event. The main aim of the event was networking through an exhibition for initiatives and NGOs in parallel with the day’s program, which included 3 questions about education to be discussed by groups of attendees, open space.
Meetup – June 15, 2014
Meetup event was held on June 15 featuring Sherry el Kilany and Sabrina Khalil from Scoopempire, Amir Shousha from Asa7be sarcasm society, Enas Tharwat from Negoo FM, Abdel Rahman Wahba from Igraady, and Amr Shahin from Akibar el yom. The attendees discussed how to build online content and how they reach their target audience. It was an open call for all innovators who produce digital content for bloggers, graphic designers, photographers or video producers. The goal is to build and support the community and industry of online content by getting them together in one place and develop a roadmap for having “Egypt as the hub for online content production in the region.”

GearUp July 3, 2014
The Entrepreneurship and Innovation Program co-organized the 1st round of the Gear Up session as a country partner with Venture Scout. GearUp is a framework to help entrepreneurs transform their ideas into high-potential ventures in real time. In a series of 6 GearUp sessions throughout 2014, EIP and Venture Scout choose 20 startups to take them through essential startup topics that can help them grow their business by inviting experts from Europe and US to coach on different subjects, hoping to provide the participating teams with new and improved skills they can actively apply.

Mubser Wins First Place in I2P Competition in Brazil
Mubser, an incubated company at AUC Venture Lab, won first place in the Information and Communications Technology track at the Idea to Product competition in Brazil. It was the only team representing Egypt, coming from the University of Monfeya, competing against others from the United States, England, Ireland, Germany and Brazil. The Idea to Product competition, founded at The University of Texas at Austin by the Chair of Free Enterprise, is an early-stage technology commercialization plan contest targeting unique product ideas with a clear market demand and who utilize innovative technologies.

School of Business Partners with El Mashrou3 TV Show
The Entrepreneurship and Innovation Program (EIP) at the School of Business has partnered with El Mashrou3 (The Project), a reality TV program about entrepreneurs and social innovation. EIP is sponsoring the new TV show for 13 episodes starting December 21, 2013. El Mashrou3 uses broadcast media and the Internet to link entrepreneurs to the practical resources they need in order to make their ventures grow and develop.

• VLab Cycle 1st Sept 2013
• Press conf. for Di-Kimia Oct 22, 2013
• GEW Nov 2013
• Endeavor 15th Local Selection Panel on Nov. 6
• MBA students visiting the Vlab Jan 23rd 2014
• EIP Council Jan 30, 2014
• World Bank conf 12 Feb 12, 2014
• Press conf Feb 18, 2014
• Mentor Match May 7, 2014
• Vocational School competition May 10, 2014
Established in 2008, the Goldman Sachs 10,000 Women Entrepreneurship & Leadership Program at the American University in Cairo serves women entrepreneurs in the Arab region, and is funded by the Goldman Sachs Foundation as part of their commitment to provide 10,000 women around the world with a business and management education. The 10,000 Women program at AUC, in partnership with the Wharton School of the University of Pennsylvania, has the mission of enhancing the growth and development of women entrepreneurs in the Arab region through a unique blend of classroom learning, mentoring and networking activities. To-date, the program has graduated 372 entrepreneurs.

Enrollment and Graduation of Year Five Cohorts (September 2013 – February 2014)
The fifth year of the program witnessed the successful enrollment and graduation of 69 entrepreneurs, over two cohorts. The entrepreneurs came from Cairo and several governorates. Cohort 10, which included 36 participants, commenced in September and ended in November 2013. Cohort 11 started in November 2013 and ended in February 2014, with a total of 33 entrepreneurs. Each cohort was concluded with a graduation ceremony and an entrepreneurial fair, where participants presented their businesses to AUC faculty, staff, key program stakeholders and families.

Cohort 10

Wrap Around Services (On-going)
The 10,000 Women program offers on-going post-graduation business support services to the program alumni, all year round. The services include business advising as well as one day workshops and networking events.

Over the past year, the program continued to provide targeted business advising for a select group of high potential graduates, providing them with one-on-one consultations, field visits to their businesses, and mentoring and coaching services in their key areas of need.

In addition, the program organized several workshops and networking events that are tailored to the needs of the graduates. Two training workshops were conducted, the first one on “E-marketing”, and another on “Business planning.” Another networking event was held, which focused on “Change Management in Challenging Times”.

An Entrepreneurial Fair for all program graduates was organized in May 2014, in celebration of completing the fifth year of the program. More than 50 graduates participated in the fair, and presented their businesses to key program stakeholders, AUC faculty, staff and their families. The event served also as a good networking opportunity for the graduates across the different cohorts and years, and helped them identify potential areas of mutual cooperation.

Cohort 11

BP Workshop

Fare (May 2014)

WEL Graduates
In September 2013, Reem Fawzy, a program graduate who owns and operates a tourism and limousine company, was selected to participate and speak at the Clinton Global Initiative Dinner event in New York City. Another program graduate, Nora Halim, who owns and manages a Printing Solutions company, was awarded the Goldman Sachs Fortune Global Women Leaders Award for 2013, and was invited to Washington D.C. in October 2013 to receive the award and speak at Fortune’s “Most Powerful Women” Conference. Both Reem and Nora are amongst the program’s most inspiring graduates, and have significantly grown their businesses and implemented positive changes post-graduation.

Reem Fawzy and Nora Halim

BP Workshop

Fare (May 2014)
Internationalization

“Internationalization is the process by which the School of Business delivers an international and culturally-enriched learning experience with the aim of preparing our students to become successful business leaders and entrepreneurs in an interconnected world. Internationalization is not an objective but is a means of improving quality of education and research, and strengthening the School’s position as the gateway connecting the Arab Region and the World and building a strong position among top 100 schools by 2019.” Sherine Gad EL Mawla

Internationalization three components: Connect....Diversify...Globalize

Launch of the International Experience Award for UG students —Spring 2014

As the School of Business is now one of select international schools with Triple Crown Accreditation, internationalization is a key strategic objective. Students’ practical international exposure is strongly encouraged by the School as part of their learning experience before they graduate. The School is the first school at AUC to design and launch the International Experience Award in spring 2014 which assigns point values to a range of international academic and extra-curricular activities over the undergraduate years at AUC. It encourages student exchanges and study abroad with partner schools in different parts of the world, spring break school trips, international competitions, and internships in addition to various activities on campus. Students are evaluated by a committee of School faculty and staff to qualify for the Award. More than 20 students received the International Experience Award in a ceremony with their families and friends on June 11, 2014.

Committee members:
- Ahmed Hassanein, Associate Dean for Undergraduate Studies and Administration
- Diaa Nour El Din, Assistant Professor of Economics
- Dina Bassiouney, Assistant Professor of Marketing
- Kevin O’Connell, Professor of Practice and Willard W. Brown Chair
- May Ibrahim, Senior Manager of Office of Student Services
- Mohamed El Komy, Assistant Professor of Economics
- Sherine Gad EL Mawla, Director of Internationalization Office

“Practical international exposure and connecting with students from different cultures helps develop the students’ characters and leadership skills; it enables them become more competitive and to stand out in the employment market after they graduate.”

Sherine Gad El Mawla
Director of the Internationalization Office, School of Business
International exposure has widened the students’ mental horizons on how to view things from different perspectives, how to think outside the box and excel given certain resources, how to respect others and appreciate the differences of our thoughts and culture, and how to be extremely confident in performing my tasks by being proactive in the current dynamic business environment.

Mirna Sherif
Major: Business, Minor: Economics, Concentration: Marketing

“I believe the International Experience Award is a due recognition of the varied, significant and truly international activities of some of the students at the School of Business. It reinforces the School’s objective of graduating students with the necessary skills to compete globally.”

Dina Noureldin
Assistant Professor of Economics, Academic Advisor
An irreplaceable life changing experience that cannot be narrated but rather lived

Yara Hassan

The distinctive kind of education and international exposure we were lucky enough to experience at AUC that has shaped us all into stronger, more refined, and more intelligent versions of ourselves, I am the biggest example of a person who has changed on so many levels because of the international trips, internships and competitions I have been to.

Perihan Hafez

Major: Business, Minor: Economics, Concentration: Finance
School of Business becomes a new member with Global Business School Network (GBSN)-Spring 2014

The School of Business is the first school in Egypt and second in the Middle East to join GBSN, a network of 69 world class business schools that spans 30 countries on 6 continents. School of Business became a member with the objectives of connecting our incubated startups, students, and faculty with others in diverse areas, sharing our successful experience in entrepreneurship and management of accelerators/incubators with other schools, especially in Africa. The School will engage with the network through capacity building programs, webinars and international events starting in fall 2014. GBSN was established in 2003 and works with member schools to build management education capacity for the developing world through cross-border networking, knowledge sharing and capacity building programs to strengthen local business education. GBSN activities provide a multitude of online and live networking and learning opportunities for management educators to connect and advance their knowledge and careers. “The School of Business positions itself as the leader in the Arab World and the gateway connecting the region and the World”, connections with GBSN members in 6 continents will support the internationalization strategy of the School of Business “Sherine Gad El Mawla, Director Internationalization Office, School of Business

“Diversity is a key component in the School’s internationalization strategy. IO works on new initiatives with top business schools from Africa, BRICS and the Arab World” Sherine Gad El Mawla, Director Internationalization Office, School of Business

IO and Dean’s Office host the first event with School’s international students – spring 2014

International Conferences – Spring 2014

The Internationalization Office represented the School in two EFMD International Conferences for Networking with the objective of exploring new globalized initiatives with international schools from new countries:

EFMD Conference for International, External and Corporate Relations, PR, Marketing, Communication and Alumni Professionals, MIP Politecnico di Milano, March 2014

1st EFMD Global Network Americas Annual Conference, Escola de Administração de Empresas de São Paulo da FundaçãoGetulio Vargas, April 2014

School of Business represents the School in 2 EFMD Conferences
Brownbag Faculty Seminar Series
The Office of the Associate Dean of Graduate Studies and Research hosted brown bag faculty seminars featuring school faculty members, distinguished visiting professors and guest speakers.

“Risk Management Challenges after the Financial Crisis” (December 10, 2013)
Charilaos Mertzanos, associate professor of finance and Abraaj Group chair of private equity, School of Business, AUC

“Adoption of Technological Innovations in a Service Context: An Empirical Study on the Higher Education in Egypt” (February 11, 2014)
Rania Hussein, assistant professor of marketing, School of Business, AUC

“Climate Change and Economic Growth: An Intertemporal General Equilibrium Analysis for Egypt” (February 25, 2014)
Abeer El Shenawy, associate professor of economics, School of Business, AUC/Abraaj Group chair of private equity, School of Business, AUC

“Client Subsequent Performance and Mitigating Factors” (April 1, 2014)
Angie Zaher, assistant professor of accounting, School of Business, AUC

TRANSFORMING EGYPT SEMINAR SERIES

“The Egyptian Economy after two Revolutions” (November 18, 2013)
Galal Amin, emeritus professor of economics, School of Business, AUC

“Bread (Rawls) + Freedom (Sen) = Social Justice: Religion and Economics in the Egyptian Spring” (December 1, 2013)
Mahmoud El Gamal, professor of economics and statistics and chair of economics, finance and management, Rice University

Dr. Mahmoud ElGamal
Financial Reform, Social Justice Essential for Egypt’s Prosperity as part of “Transforming Egypt” December 3, 2013
Mahmoud El Gamal, professor of Economics and Statistics and Chair of Islamic Economics, Finance and Management at Rice University, lecture titled “Bread + Freedom = Social Justice” Faculty Involvement – Dr. Mona Said

“How Renewable Energy Can Double Egypt’s GDP and Increase Energy Security” (February 27, 2014)
Sherife Abdelmessih, chief executive officer, Future Energy Corporation and chair, SPARK! Ventures

Ahmed Aboulmagd, senior manager of Health Unit, Misr Elheir Foundation

“Kne3ney shoKran debate
“Egypt should apply Minimum Income policy on the entire workforce” (November 6, 2013)
For the motion: Manal Metwally, professor of economics and director of the Center for Economic and Financial Research and Studies (CEFRS), Faculty of Economics and Political Science, Cairo University. Tamer Wagheef, director of the Economic and Social Justice Unit, the Egyptian Initiative for Personal Rights (EIPR). Against the motion: Mohamed Magdy Farid, member of the Executive Bureau Front of Liberal Youth; Alia El Mahdi, professor of economics, Faculty of Economics and Political Science, Cairo University. Moderator: Ahmed Ezzat, cofounder of Ekne3ney Shokran

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Rania Hussein, assistant professor of marketing, School of Business, AUC

“Mo Trust: Gender, Networks and Trust – Implications for Management and Education” (March 16, 2014)
Michael Page, provost and vice president for academic affairs, Bentley University

“Using Field Experiments to Create Islamic Finance-Based Credit Unions for the Poor” (March 25, 2014)
Mohamed El Komi, assistant professor of economics, School of Business, AUC

“Client Subsequent Performance and Mitigating Factors” (April 1, 2014)
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School of Business holds Ekne3ney Shokran Debate arguing Egypt’s Minimum Income

November 6, 2013 – The debate on the minimum income policy co-organized by the AUC School of Business, Ekne3ney Shokran and PricewaterhouseCoopers explored whether “Egypt should apply a minimum income policy for the entire workforce.” The aim of Ekne3ney Shokran debate forum is to discuss a series of current economic issues in Egypt in Arabic.

Ahmed Ezzat, Ekne3ney Shokran cofounder, moderated the debate with a team of panelists divided into two groups arguing for the motion: Manal Metwally, professor of economics and director of the Center for Economic and Financial Research and Studies (CEFRS), Faculty of Economics and Political Science, Cairo University, and Tamer Wageeh, director of the Economic and Social Justice Unit, the Egyptian Initiative for Personal Rights (EIPR). Against the motion were: Mohamed Magdy Farid, member of the Executive Bureau Front of Liberal Youth, and Alia El Mahdi, professor of economics, Faculty of Economics and Political Science, Cairo University.

Ekne3ny Shokran Debate at AUC on Minimum Wage Policy

November 7, 2013

The debate discussed whether or not Egypt should apply a minimum income policy for the entire workforce. The panel discussant were Manal Metwally, professor of Economics at Cairo University and director of the Center for Economic and Financial Research and Studies; Tamer Wageeh, director of the Economic and Social Justice Unit at the Egyptian Initiative for Personal Rights; Mohamed El-Sewedy, chairman of the Federation of Egyptian Industries; and Alia El Mahdi, professor of Economics in the Department of Economics and Political Science at Cairo University. Faculty Involvement – Dr. Samer Atallah

EXCELLENCE IN RESEARCH WORKSHOP SERIES

Structural Equation Modeling (December 3 and December 10, 2013)

Hakim Meshreki, assistant professor of marketing, School of Business, AUC

Case Writing Workshop (May 20, 2014)

Co-organized with KCC

Maha Mourad, assistant professor of marketing and director of El-Khazindar Business Research and Case Center, School of Business, AUC; Ahmed Tolba, associate professor of marketing and chair of the department of management, School of Business, AUC
FACULTY AWARDS

FACULTY EXCELLENCE AWARDS
School of Business Spring Undergraduate Honors Assembly (May 11, 2014)

EXCELLENCE IN TEACHING
Aliaa Bassiouny

EXCELLENCE IN RESEARCH
Mohamed Bouaddi

EXCELLENCE IN ACADEMIC SERVICE
Karim Seghir

ADJUNCT FACULTY EXCELLENCE IN TEACHING
Hakim Meshreki
Faculty Appreciation Awards

Maged Abaza
School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

Samir Makary
School of Business Graduate Honors Assembly (June 9, 2014)

Sherif Kamel
NHDR 2014
UNDP Award for Excellence in Human Development

AUC/Alumni reunion 2014
Distinguished Alumni Faculty Service Award for your outstanding achievements in your professional life.

Faculty Awards at Commencement

Distinguished Alumni Faculty Service Award for your Outstanding achievements in your professional life.

UNDP Award for Excellence in Human Development

School of Business Graduate Honors Assembly
School of Business Fall Undergraduate Honors Assembly

Published Articles in Ranked A Journals

Ahmed Abdel Meguid
Khaled Samaha

Published Articles in Ranked B Journals

Khaled Samaha
Charilaos Mertzanis
Maha Mourad
Ngagi Rizik
Mohamed El Bannan
Sherif Kamel

Top-Tier Articles and Awards in Fall 2013
Diaa Noureldin, assistant professor of economics had his paper entitled “Multivariate Rotated ARCH Models” accepted in the A* journal: Journal of Econometrics.

Khaled Samaha, associate professor of accounting had his paper entitled “Internal Control Quality, International Standards on Auditing and External Audit Delays: The Case of the Egyptian Stock Exchange” accepted in the A journal: International Journal of Auditing. The paper is co-authored with Hichem Khif from University of Mahdia (Tunisia).

Rania Hussein and Maha Mourad, assistant professors of marketing, had their paper entitled “The Adoption of Technological Innovations in a Service Context: An Empirical Study on the Higher Education Market in Egypt” accepted in the A journal: Journal of Business and Industrial Marketing.

Khaled Dahawy, professor of accounting and Khaled Samaha, associate professor of accounting, co-authored an article entitled “The Extent of Corporate Governance Disclosure and its Determinants in a Developing Market: The Case of Egypt” that was included among the top 25 hottest articles in 2013 (April - June) in Business, Management and Accounting; Sub-category: Advances in Accounting, as per the ScienceDirect announcement. The article is co-authored with Khalid Hussainey, University of Plymouth (UK), and Pamela Stapleton, University of Manchester (UK).

School of Business Thank You Event for Dean Sherif Kamel

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

Dr. Sherif received Distinguished Alumni Faculty Service Award on Friday May 9 for his outstanding achievements in the professional life. Including the Genuine contribution of time and effort towards the advancement and progress of life in one’s country in the field of education in particular and Creative support to AUC and its outstanding contribution to AUC to help it continue its service to Egypt and the Middle East.

Distinguished Alumni Recognized at Awards Ceremony.
During the annual Alumni Awards Ceremony held last Friday, five alumni were recognized for their distinctive achievements and exceptional dedication to their careers and communities.

This year’s recipients of the Distinguished Alumni Award are Ghada Wagdy ’87, head of the operational risk department of Arab Bank and president of the Parents Association at AUC; Khaled Sheta ’87, vice chair and chief executive officer of the International Group for Investment in Egypt, where he has been responsible for the planning, development and implementation of new expansion plans and projects; and Shahinaz Foda ’89, ’93, deputy managing director, board member and head of treasury, fixed income and wealth management at Emirates NBD Egypt. The three awardees have earned a Bachelor’s in business administration from AUC.
Sherif Kamel received an UNDP Award for Excellence in Human Development at the HHDR celebration of awards that took place on Wednesday, May 7, 2014 at Marriott Hotel, Cairo, Egypt.

**Economics faculty**

Dr. Abla Abdel Latif served on the National Constitutional Committee which drafted the new Egyptian Constitution post-June 30 revolution. This committee is formed according to Presidential Decree issued by the President of the Arab Republic of Egypt.

Dr. Samer Atallah has been granted a visiting research fellowship at the University of Chicago Center in Paris.

Dr. Nagla Rizk has been selected as distinguished visiting scholar at University of Ottawa, Canada. October 2013.

**First AUCian, Egyptian Chosen as 2013 Gates Cambridge Scholar**

Maha Shash, will pursue a PhD in sociology at the University of Cambridge this October

Maha Hany Shash is the first AUC graduate and one of the first two Egyptians to be selected as a 2013 Gates Cambridge scholar. The scholarship is offered each year to almost 100 postgraduate students from outside the United Kingdom who demonstrate leadership potential, intellectual ability and a dedication to improving the lives of others. She graduated with a bachelor’s in economics and master’s in economics in international development, both from AUC.
THE SCHOOL CELEBRATED THE PROMOTION AND TENURE OF THE FOLLOWING FACULTY MEMBERS:

Maha Mourad
School of Business Fall Undergraduate Honors Assembly
(December 5, 2013)

Eskandar Tooma
Promoted to the rank of Professor

Ali Awni
Promoted to the rank of Professor of Practice

Ibrahim Hegazy
Promoted to the rank of Professor.

NEW FACULTY


PRME’S SECOND INSPIRATIONAL GUIDE FEATURES SCHOOL OF BUSINESS

For its second time, the School of Business has been showcased in the Inspirational Guide for the Implementation of PRME – Second Edition: Learning to Go Beyond.

The guide showcases a peer-reviewed case that pertains to the functions and highlights of the student-run activity Corporate Governance Club (CGC), submitted by Ahmed Abdel-Meguid, associate professor, chair of the Department of Accounting and director of the MBA Programs.

http://gse.publisher.ingentaconnect.com/content/glbj/igiprme/2013/00000001/00000001/art00015
A SAMPLE OF FACULTY PUBLICATIONS

Ahmed Abdel-Meguid
Associate Professor and Chair of the Department of Accounting; Director of MBA Programs

Referred Journal Articles


Neveen Ahmed
Assistant Professor of Finance

Referred Journal Articles


Samir Atallah
Assistant Professor of Economics

Non-Referred Journal Articles

Ali Awini
Associate Professor of Practice of Operations Management

Referred Journal Articles

Non-Referred Journal Articles

Amr Badr El-Din
Assistant Professor of Practice of Operations Management

Referred Journal Articles

Non-Referred Journal Articles

Mohamed Basuony
Visiting Assistant Professor of Accounting

Referred Journal Articles


Referred Conference Proceedings


Aalia Bassiouny
Assistant Professor of Finance and Associate Chair of the Department of Management

Referred Journal Articles

Referred Conference Proceedings


Nizar Becheikh
Assistant Professor of Strategy and Innovation Management; Associate Dean for Graduate Studies and Research

Refereed Journal Articles

Non-Refereed Journal Articles

Mohammed Bouaddi
Assistant Professor and Associate Chair of the Department of Economics

Refereed Journal Articles


Khaled Dahawy’90
Professor of Accounting and AUC Vice President for Students Affairs

Refereed Journal Articles

Dalia El-Edel
Assistant Professor of Economics

Refereed Journal Articles

Mona ElBannan
Assistant Professor of Accounting

Refereed Journal Articles

Mohamed ElBannan
Associate Professor of Accounting

Refereed Journal Articles

Ahmed Elbayoumi
Visiting Assistant Professor of Accounting

Refereed Journal Articles

Mohamed El-Komi.
Assistant Professor of Economics

Refereed Journal Articles


Sherif ElRakabawy
Visiting Assistant Professor of Management of Information Systems

Non-Refereed Journal Articles

Omar Faroq
Associate Professor of Finance

Refereed Journal Articles


Omar Farooq
Associate Professor of Finance

Refereed Journal Articles


Steven Formaneck
Assistant Professor of Operations Management

Refereed Journal Articles

Tarek Hatem
Professor of Management

Refereed Journal Articles

Mohamed Hegazy
Professor of Accounting

Refereed Journal Articles

Refereed Conference Proceedings


John Salevurakis  
Associate Professor of Economics  
Non-Referred Journal Articles  

Khaled Samaha  
Associate Professor of Accounting  
Refereed Journal Articles  


Non-Referred Journal Articles  

Refereed Conference Proceedings  

Technical Report  


Tarek Selim  
Professor and Chair of the Department of Economics  
Refereed Conference Proceedings  

Hamed Shamma  
Associate Professor of Marketing  
Refereed Journal Articles  


Refereed Conference Proceedings  

Mini-Case Studies  


Ahmed Tolba ‘97, ‘01
Associate Professor of Marketing, Chair of the Department of Management

Non-referred Journal Article

Eskandar Tooma ‘98
Associate Professor of Finance; Director of Citadel Capital Financial Services Center

Refereed Journal Articles

Pierre Rostan
Associate Professor of Finance

Refereed Journal Articles


Mona Said ‘89, ‘91
Associate Professor of Economics

Refereed Journal Articles

Book Chapters


Non-Refereed Journal Articles

John Salevurakis
Associate Professor of Economics

Non-Refereed Journal Articles
Access to Knowledge for Development Center (A2K4D)

A2K4D has joined the Global Interdisciplinary Network of Internet and Society Centers (NoC) in 2013. NoC is a collaborative initiative among academic institutions which focuses on interdisciplinary research on the development, social impact, policy implications and legal issues concerning the Internet. It aims to increase interoperability between participating centers in order to collectively confront transnational issues on a global level.

Naglaa Rizk was selected to receive support under the Distinguished Visiting Researcher Program (DVRP) at the University of Ottawa (October 2013) the visit included giving a public lecture, planning for future research collaboration, and working on the Open African Innovation (Open A.I.R.) project in close collaboration with Professor De Beer. Rizk delivered three talks to students at the University of Ottawa; “ICT for Development: Regulatory Frameworks and Enabling Environments”, “Developmental perspectives on access to knowledge and human rights” and a talk entitled “ICT deployment, Economic Development and Civil Liberties: asymmetries and tensions in the Arab countries” at the International Development Research Centre (IDRC).

Open A.I.R. Workshop on Research Sustainability, Policy Engagement, and Future Scenarios, University of Ottawa, Canada (October 2-5, 2013) Naglaa Rizk and Nagham El Houssamy attended the workshop, discussing future research agendas with the Open A.I.R. team in addition to working on the scenarios compendium.

Co-organizer of the 3rd Global Congress on Intellectual Property and the Public Interest, and the Open A.I.R. Conference on Innovation and Intellectual Property in Africa, Cape Town, South Africa (December 9-13, 2013) Delegates from national and international governmental entities, the private sector, civil society and academia gathered for five days of interconnected events in Cape Town. Participants with diverse perspectives engaged in debates about future scenarios for intellectual property (IP), innovation and development. The Open A.I.R partnership led to the publication of two co-authored books on the intersection of knowledge, innovation and intellectual property in Africa, presenting the collaborative research output of the Open A.I.R. researchers. Rizk co-authored Knowledge & Innovation in Africa: Scenarios for the Future (Open A.I.R., 2013), and contributed a chapter to Innovation & Intellectual Property: Collaborative Dynamics in Africa (ICT Press, 2013).

Nagham El Houssamy, A2K4D Research Coordinator, is awarded Open African Innovation Research (Open A.I.R.) Fellowship (Nov. 2013 – Feb. 2014) Nagham El Houssamy was awarded an Open A.I.R. fellowship to spend three months at the Intellectual Property Unit at the University of Cape Town, South Africa from November 2013-February 2014. El Houssamy assisted in the preparation for the Open A.I.R. Conference on Innovation and IP in Africa and the 3rd Global Congress on IP and the Public Interest, in addition to undertaking her own research related to social capital and sustainability of the Open A.I.R. network.

Free and Open Source Software in the Arab World (FOSS Arabi), (2011 – March 2014) In May 2013, Rizk was asked by the Ministry of Communications and Information Technology (MCIT) to draft the strategy for open source software in Egypt. The proposed vision of the FOSS strategy is to build a well-developed knowledge sector which benefits from a healthy ecosystem of IT-producing and IT-using sectors in Egypt. Rizk liaised with Open Egypt, a local NGO, and with the ministerial committee at MCIT, presenting the Strategy in December 2013. In March 2014, Egypt’s Ministry of Communication and Information Technology announced the activation of the national strategy for free and open source software in Egypt, exactly as presented by Rizk and her team, supported by the Bartlett Gift.

Nagla Rizk, A2K4D Director, at Yale Law School’s Information Society Project Lunch Speaker Series (March 27, 2014) Rizk presented her current research on “Intellectual Property and Knowledge Creation in the Arab World: The Political Economy of Knowledge and Development”. This research attempts to assess knowledge production and use in the context of the Arab region. The Richard Bartlett Gift supports the research partnership between A2K4D and Yale ISP, facilitating collaboration with the Access to Knowledge Global Academy. Topics studied included intellectual property, knowledge, technology and development.

A2K4D Co-Hosts AUC’s First Open Access Days (April 27- 28, 2014) A2K4D-hosted the first Open Access Days at AUC in collaboration with the Center for Learning and Teaching and AUC’s Libraries and Learning Technologies. This was part of the continuous effort to promote open access initiatives in Egypt and the Middle East. Nadine Weheba, A2K4D’s Research Officer, moderated a panel on Open Access in the Arab World. The panelists discussed the history, current status, challenges and potential for open access in Egypt, representing stakeholders from both academia and civil society, including Hala Essamawi from Bibliotheca Alexandrina, Ahmed Hussein from Open Egypt NGO, Ramy Aziz from PLoS One, Seif Abou Zied from Tahrir Academy, Tarek Akmr from Open Knowledge Foundation Egypt, and Mandy Taha, an open access consultant for UNESCO. Nagham El Houssamy, A2K4D’s Research Coordinator, participated in a panel discussion on copyrights with Sherif Kassas, Hoda Mostafa, Laura Bradford and Jayme Spencer. The participants debated the motion “This house believes that copyright promotes the interests of the publishing industry and harms the interests of universities”.

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El-Khazindar Business Research and Case Center (KCC)

COMPETITIONS
Second National Case writing Competition (March 18 – May 6, 2014)
A high turnout of 126 registrants from seven public and private universities across Egypt marked the success of KCC’s Second National Case Writing Competition for business undergraduate students during the spring 2014 semester. After attending a case writing workshop, students were encouraged to submit case studies on corporations and entrepreneurial businesses operating within the MENA region whose story can provide significant inspiration and guidance. Participating students provided positive feedback on the competition, saying it provided them with firsthand knowledge about the regional market as well as the practical experience needed in order to excel in their future endeavors.

P&G Commercial Challenge – Case Solving Competition (April 5 – May 13, 2014)
More than 100 students participated in a case solving competition organized by KCC in partnership with P&G last spring. Undergraduate students across all majors were divided into 26 teams of four, each challenged to solve a case study in a very short time and present their analysis to a panel of P&G managers and AUC professors. It provided participants with the opportunity to be evaluated by top-quality professionals on case solving techniques and analysis, equipping them with the necessary skills for practical work upon graduation. The competition realizes KCC’s long-term objectives and mission through offering a practical experience in case-solving analysis and usage, enhancing knowledge of the business sector in Egypt and the MENA region, and identifying potential recruits for P&G. Workshops

WORKSHOPS
Undergraduate Students workshop (March 18, 2014)
In an attempt to help students master case writing, El-Khazindar Business Research and Case Center (KCC) organized three case writing workshops last spring entitled, the “Art of Case Writing.” Two workshops were organized as part of the National Case Writing Competition and were held at AUC and Misr International University (MIU). The workshops delivered by Maha Mourad, associate professor of marketing and director of KCC, covered the criteria for producing quality cases, challenges writers face in developing cases, and the process of getting a case published. Students expressed their interest in the workshop, saying it helped them fulfill course requirements, enhance their case-writing skills, and better understand how to develop a case study.

Faculty workshop (May 20, 2014)
A workshop was co-delivered by Ahmed Tolba, associate professor of marketing and chair of the management department and Maha Mourad, associate professor of marketing and director of KCC. The workshop was designed for the School of Business faculty with the aim of fostering the usage of case studies as an effective teaching tool. During the case writing workshops, KCC aspires to serve its mission of bridging the gap between theory and practice, developing students’ skills and connecting them with businesses in the region — a task which KCC hopes would ultimately contribute to the betterment of society.

TEACHING TOOLS ENHANCEMENT
KCC introduces simulation to enhance teaching
Providing students with an implementation of theoretical concepts, KCC introduced the SIGMA business simulation for 96 undergraduate business students taking the capstone MGMT 480 course this Fall. KCC also conducted business simulation sessions to the Advanced Management Program (AMP) at the IEI in November. Throughout the sessions, six teams of business executives were trained to successfully produce business plans while ensuring management and organizational development. Teams were exposed to various situations and theoretical issues in which they are required to take action that could either make or break their company.

PUBLICATIONS
Entrepreneurship in the MENA Region Casebook
Entrepreneurship in the MENA region is a collection of case-studies showcasing the experiences of 10 intriguing entrepreneurial ventures from emerging markets in the Arab World, namely Egypt, the UAE, Morocco and Saudi Arabia. Readers will gain in-depth insight on a variety of localized strategic, managerial, marketing and innovative approaches and practices, which create unique challenges and opportunities in a region undergoing rapid political, social and economic transformations. The unique case-studies address different stages within the exciting entrepreneurial cycle, from start-up to growth to sustainability and international expansion. This casebook is a valuable resource for anyone wanting to know more about launching and sustaining a business within developing Arab economies, as well as being an effective teaching tool for disciplines related to new venture management and entrepreneurship. The casebook has been submitted to be published/printed by the AUC Press.

MENA Journal of Business Case-Studies (IBIMA)
Now case studies have been submitted for publication at The MENA Journal of Business Case-Studies. The journal is an international open-access peer reviewed journal that focuses on the various business areas, corporations and organizations in the MENA region. The journal is published by EL-Khazindar Business Research and Case Center (KCC) at the American University in Cairo (Egypt), in partnership with IBIMA Publishing (USA), and is currently indexed at EBSOCO-host: Business Source Complete, EBSOCO-host: Business Source Corporate Plus, Cabell’s Directory, Ulrich’s Periodicals Directory, ProQuest, Media Finder, J-Gate, Journal Seek, Airti Library, CNKI Scholar, and ECONIS.
The AUC Business Review (ABR) is a quarterly magazine published by the School of Business at AUC in partnership with the International Business Associates Group (IBAG), which published four quarterly issues in the academic year 2013-2014. A diversified group of prominent academics and practitioners contributed to ABR’s issues. The magazine also hosted two roundtable events on innovation and leadership. Managed by the school’s El-Khazindar Business Research & Case Center (KCC), ABR aims at integrating business theory with cutting-edge practice, covering four focal themes: Entrepreneurship, Innovation, Leadership, and Responsible Business.

ABR Features Top Experts in Entrepreneurship, Innovation Roundtable
November 6, 2013 - Prominent academics and business practitioners participated in a roundtable discussion on entrepreneurship and innovation organized by the AUC Business Review (ABR), to find ways that entrepreneurship and innovation can drive Egypt’s economy.

ABR Publishes Second Issue on Innovation
The AUC Business Review (ABR) published its second issue in the Fall, shedding light on unconventional, innovative solutions to Egypt’s most pressing problems.
Institutional Development Division

Institutional Development Division (ID) established in 2010, is the entity within the School of Business responsible for strategic alignment, stakeholder engagement and marketing communications.

Established as part of the continuous improvement of the School to link-up with the corporate world, build bridges with industry and solicit resources for the school. Institutional Development has been a vital actor in securing two major gifts in recent years: a $1.1 million gift to create the Abraaj Group Chair of Private Equity (in 2012), and a $2 million gift to fully fund the CIB Endowed Professorship in Banking (in 2013). The Institutional Development Division works on mainstreaming relationships with certain stakeholders including corporate sectors, alumni, and donors and to develop a consistent marketing and communication message to these stakeholders.

Corporate Engagement

ID works closely with the University Development Office to enhance the school corporate engagement as well as secure corporate funding for School programs, professorships and activities including:

Corporate Relations:

AUC School of Business 2nd Top Employers Roundtable (April 2, 2014).

Within the School of Business efforts for continuous improvement and enhancing connection with industry the Top Employers Roundtable was launched in 2013. The initiative is held in honor of the top employers of the School’s alumni and aims at discussing how the School of Business graduates meet the skill requirements of their specific jobs; where the gaps are; suggestions for improvement and further development. This year event involved 24 participants including 11 senior HR representatives from a diverse range of corporate institutions including: Barclays Bank, Citibank Egypt, Commercial International Bank, HSBC Bank Egypt, PepsiCo International, Procter & Gamble, and Mobinil.

Alumni Engagement

Within the School of Business efforts to connect and establish a lifelong relationship with its alumni several initiatives and events were developed including:

Breakfast Reunion for Economics Alumni of the School of Business (December 2, 2013)

Breakfast Reunion for Marketing Alumni of the School of Business (May 13, 2014):
Alumni input in School Strategic Plan

Within the AUC School of Business process of developing its strategic plan 2015-2019 a roundtable with School alumni and students to solicit input for the School’s SWOT Analysis took place on Monday April 28, 2014. The event was attended by 22 participants including 7 alumni, 8 students and 7 faculty and staff representatives from the School and AUC.

Annual Alumni Survey: Within the School of Business efforts to better connect with its alumni a survey was designed to test awareness level of alumni of the School of Business, their areas of interest, as well as their responsiveness to communication with the school.

The Annual School of Business Survey commenced on October 22, 2013 and closed on November 26, 2013. The survey was shared via email with around 4,500 alumni and social media with AUC School of Business alumni community. A total of 262 alumni finalized the survey representing a response rate of 6.5%, which was a higher response rate than expected by the AUC Office of Alumni and Trustee Affairs

Alumni Statistical Highlights: a full alumni statistical analysis report developed twice a year which is summarized in a statistical highlights info graph document.

Communications and Marketing

The division has managed to set a new bar for the marketing and communications activities and succeeded to institutionalize it across the school. This effort has been acknowledge across the university offices as well. Many of the university offices refer other schools to the School website, newsletter and events as a reference model for success. Moreover, the AUC Communications Office uses the school as a pilot for rolling out any new projects.

The team worked on a full fledge communication strategy that aims to align the school communication material, message and activities with the school vision, mission and pillars. The team worked closely with faculty, students, departments and offices to showcase what is happening in the classrooms and beyond to create a live vibe for the School of Business in different media channels. The strategy ties all the schools channels together to sync all the stories and articles to make sure we have a unified consistent message to all our target audience.

In its efforts for external communications the team organized several School wide events, seminars and forums promoting the School of Business pillars and values. On the internal communications level the team continues to organize the School of Business Retreat serving the School’s goals to enhance the School of Business brand loyalty among faculty and staff.

The communications and marketing team worked on a full revamp of the School of Business Website including a complete restructuring of the content according the extensive research, analytics and best practice analysis, a new modern look and feel, the school home page and main landing pages. On the social media front a new strategy for the social media engagement to attract more traffic and more engagement with the school’s stakeholders. Social Media activities now includes pre-launch teasers for most of the events, live social media (tweeting and Facebook post) during the event, featuring students and faculty involved in each event and presence on the events to engage and attract more students to like and share our content. The Social Media team launched a “I will” initiative featuring graduating students with honors and sharing their dreams about the future. The initiative was very successful and was widely adopted by students.

Dean’s Strategic Advisory Board Meetings

Dean’s Strategic Advisory Board Mid-Year Meeting (December 9, 2013)

Breakfast Reunion for Marketing Alumni of the School of Business (May 13, 2014):
ALUMNI AWARDS

2014 YOUNG GLOBAL LEADER (YGL)
At World Economic Forum
Rania Al-Mashat ’95
Sub-governor of Monetary Policy Department, Central Bank of Egypt Member, Dean’s Strategic Advisory Board, School of Business, AUC

THE STEPHEN S. EVERHART DISTINGUISHED BUSINESS AWARD

Aly Zeineldin
School of Business Spring Undergraduate Honors Assembly
(May 11, 2014)

DISTINGUISHED ALUMNI RECOGNIZED AT AWARDS CEREMONY

During the annual Alumni Awards Ceremony held last Friday, five alumni were recognized for their

OUTSTANDING ALUMNI AWARDS

Ahmed said ’85
Leader, Free Egyptians Party and member of the Dean’s Strategic Advisory Board, School of Business, AUC
School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

Maged Mansi
Chief Executive Officer, Mansi Eyewear
School of Business Spring Undergraduate Honors Assembly (May 11, 2014)

Bahaa Hussein
School of Business Graduate Honors Assembly (June 9, 2014)

This year’s recipients of the Distinguished Alumni Award are Ghada Wagdy ’87, head of the operational risk department of Arab Bank and president of the Parents Association at AUC; Muhied Sheta ’87, vice chair and chief executive officer of the International Group for Investment in Egypt, where he has been responsible for the planning, development and implementation of new expansion plans and projects; and Shahinaz Foda ’89, ’93, deputy managing director, board member and head of treasury, fixed income and wealth management at Emirates NBD Egypt. The three awardees have earned a bachelor’s in business administration from AUC.
STAFF AWARDS

School of Business Retreat, Ain El Sokhna (April 5-6, 2013)
Awards and certificates in recognition of outstanding contributions to the School of Business in 2013-2014

Aya Mowafi, Academic Assessment Specialist

Engy Magdy, Assistant Director, El-Khazindar Business Research and Case Center

Hoda Howeidy, Program Manager, Executive Education

Islam Ramadan, Assistant Lab Supervisor, Business Computer Center

STAFF AWARDS

Nermine Essam
Program Manager
Executive Education
School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

Yousra Bakr ’06, ’08
Graduate Studies and Research Senior Specialist
School of Business Fall Undergraduate Honors Assembly (December 5, 2013)

Lana El Ramly
Head of Academic Assessment and Accreditation
School of Business Spring Undergraduate Honors Assembly (May 11, 2014)

EXCELLENCE AWARDS

Management Excellence Award

Lina Nada, Assistant to Dean

Roya El Zanaty, Electronic Communications Specialist

Sally Abbas, Corporate Relations Manager, EMBA Program

Sandy Iskander, External Relations Officer, School of Business

SCHOOL INTERNAL EVENTS

School (Faculty and Staff) Meeting

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SCHOOL INTERNAL EVENTS

School (Faculty and Staff) Meeting
'LUNCH WITH THE DEAN' WITH STAFF

October 30, 2013

December 2, 2013

April 7, 2014
STATISTICS

Faculty (Fall 2013)
Full time Faculty
Department of Accounting 08
Department of Economics 18
Department of Management 31
Total 75
Adjunct Faculty
Department of Accounting 05
Department of Economics 16
Department of Management 20
Total 41

Student Enrollment
Fall (2013)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Undergraduate</th>
<th>Gradute</th>
<th>Total</th>
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</thead>
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<tr>
<td>Accounting</td>
<td>196</td>
<td>196</td>
<td>392</td>
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<tr>
<td>Business Administration</td>
<td>418</td>
<td>125</td>
<td>543</td>
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<tr>
<td>Economics</td>
<td>146</td>
<td>20</td>
<td>166</td>
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<tr>
<td>Economics in International Development</td>
<td>27</td>
<td>27</td>
<td>54</td>
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<tr>
<td>Finance</td>
<td>14</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Management of Information and Communication</td>
<td>21</td>
<td>21</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>781</td>
<td>186</td>
<td>967</td>
</tr>
</tbody>
</table>

Alumni
Undergraduate Alumni (June 2014)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Undergraduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>642</td>
</tr>
<tr>
<td>Business Administration</td>
<td>3395</td>
</tr>
<tr>
<td>Economics</td>
<td>4142</td>
</tr>
<tr>
<td>Management of Information and Communication Technology</td>
<td>7</td>
</tr>
</tbody>
</table>

Graduate Alumni (June 2014)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Gradute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>435</td>
</tr>
<tr>
<td>Economics in International Development</td>
<td>120</td>
</tr>
<tr>
<td>Executive Master of Business Administration</td>
<td>25</td>
</tr>
<tr>
<td>Finance</td>
<td>2</td>
</tr>
<tr>
<td>Management</td>
<td>347</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>1303</td>
</tr>
<tr>
<td>Executive Education</td>
<td>164,961</td>
</tr>
<tr>
<td>Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program</td>
<td>372</td>
</tr>
</tbody>
</table>

Total Users
(Including recurring users - August 2014)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citadel Capital Financial Services Center</td>
<td>2404</td>
</tr>
</tbody>
</table>
**TOTAL EXPENSES**
USD 18.8M

- Instruction 34%
- Staff & Administration 13%
- Depreciation 3%
- School Share of University 43%
- Instruction 34%
- Consulting 1%
- Institutional Support 1%
- Development & Research Center 0.4%
- Student Activities 0.33%
- Fellowships & Financial aid 1%
- Membership & Accreditation Cost 1%
- Research and Faculty Development 0.22%
- Equipment 0.22%

**SCHOOL CONTROLLED FUNDS**
USD 1.3M

- Research and Faculty Development 25%
- Institutional Support 42%
- Development & Research Center 6%
- Consulting 12%
- Membership & Accreditation Cost 7%
- Equipment 5%
- Student Activities 5%
Institutional support 42%  
Executive education programs 21%  
Endowments return 2%  
Gifts 2%  
Grants 3%  
Projects 5%  

TOTAL REVENUES  
USD 18.8M
AUC AVENUE - P.O. Box 74
New Cairo 11835 - Egypt

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