Participant’s Pack

SCHOOL OF BUSINESS EXECUTIVE EDUCATION
THE AMERICAN UNIVERSITY IN CAIRO

2014-2015

VERSION 12
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The School of Business at the American University in Cairo is home to one of the region's leading executive education institutions. In 1977, the School of Business Executive Education (ExecEd), formerly Management Center, was established as a center of excellence to serve Egypt and the region, through offering executive education programs using a modern perspective of delivery and incorporating the latest management concepts and techniques.

The ExecEd alumni number to date is more than 160,000 managers and participants from Egypt and the region dedicated to continued networking, professional development and educational activities. The management development programs presented by ExecEd cover a wide variety of offerings including; postgraduate diplomas, professional certificates, short courses and workshops in addition to tailor-made programs totaling over 350 different topics and titles. The ExecEd has remarkably penetrated 10 markets in the region including Saudi Arabia, Sudan, United Arab Emirates, Jordan, Syria, Iraq, Qatar, Kuwait, Libya and Yemen.

Vision
To be the partner of choice for professional development in Egypt and the region.

Mission
To develop leaders capable of creating a positive impact on business results of their organizations in a growing and changing global marketplace.

Solutions and Services
The ExecEd offers open enrollment programs, customized programs and collaborative programs that range from short courses and one-day workshops to multi-semester long certificates and professional post-graduate diplomas.

All ExecEd programs share several common characteristics; globally recognized programs; a highly qualified faculty drawn from the international management arena; an emphasis on the latest concepts in practice; and excellent teaching facilities and resources. These characteristics provide the solid foundation that the Executive Education is built on and is proud of.
The AUC’s School of Business is triple-crown accredited from EQUIS, the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB), making it one of only 70 business schools worldwide — out of nearly 14,000 — as well as the first in the Middle East and third in Africa, to achieve this status.

On the other hand, the AUC’s School of Business Executive Education is accredited by the Accrediting Council for Continuing Education and Training (ACCET), an accrediting agency recognized by the U.S. Department of Education as a “reliable authority as to the quality of education or training provided by institutions of higher education and the programs they accredit” and the only recognized accrediting agency to be certified as an ISO 9001:2008-Quality Management System by Bureau Veritas Quality International (BVQI).

In addition, the School of Business Executive Education open enrollment programs are ranked for the second year in a row by the Financial Times (FT) as one of the best 70 executive education open enrollment programs in the world. This makes the School the first and only business school in MENA that is ranked by the Financial Times.

Being accredited ensure prospective participants, instructors and employers that ExecEd prepares graduates to be leaders in the business world – a clear indication of the quality of the professional development trainings offered by ExecEd.

**Benefits of Accreditation for Participants**

- Affirm that ExecEd meets or exceeds international standards
- Ensure that participants are received high quality and credible executive education programs
- Indicate that there are appropriate protections in place for: privacy, staff competencies, high quality faculty members, supervision of instructors, current and up-to-standards curricula, handling complaints…etc.
- Award Continuing Education Units (CEUs)
FAQ

Q. What is the Continuing Education Unit (CEU)?
A. The Continuing Education Unit (CEU) is recognized as a standard unit of measure for attributing continuing education and training activities. The CEU is defined as ten contact hours of instruction (do not include breaks, meals, registration time…etc.).

Q. What is the purpose of CEUs?
A. The primary purpose of the CEUs is to provide a permanent record of an individual’s educational accomplishments. Awarding CEUs also provides a quality indicator for the continuing education and training programs as it shows that these programs are complying with the international standards.

Q. Who is eligible for ACCET CEUs?
A. A participant must successfully complete the entire program/course and graduated after August 15, 2011.

Q. Who accepts the AUC School of Business Executive Education CEUs?
A. Executive Education providers such as Berlitz Language Centers, Dale Carnegie and Kaplan International Centers. However, just like credits that are granted by one university and transferred to another, any organization has the right to accept or reject CEUs. ACCET is a well-known organization that is recognized as upholding standards of excellence when it comes to continuing and executive education, and therefore, many organizations will accept ExecEd CEUs. If a participant is concerned about whether a particular organization or association will accept ExecEd CEUs, it is recommended that he/she contact this organization or association directly.

Q. Can ExecEd CEUs be used for college credit?
A. CEUs are different from college credits. CEUs were originally designed for professionals who had already attained a certain level of education and needed to take a certain amount of continuing and executive education. Therefore, ExecEd cannot assure the participant that he/she is accepted by academic institutions, but it is recommended that the participant contact these organizations directly.
1. Admission Requirements:
   A. Educational Background: All ExecEd open enrollment applicants have to hold a university degree with grade ‘Good’. If the grade is ‘Pass’, applicant has to present a recommendation letter from employer indicating a minimum of 2 years of professional work experience.
   B. English Proficiency Language: As per the following program types.

2. Academic Regulations:
   A. Professional Postgraduate Diplomas / Professional Certificates have to comply with the following regulations:
      - English Proficiency Test: applicants must pass the Standardized English Proficiency Test (SEPT) or an equivalent valid international English language test.
      - Applicants attending programs at the Egyptian governorates or overseas can sit for the licensed international TOEFL exam in any country or any equivalent test, for reference of different Cambridge tests. [http://www.cambridgeesol.org/exams/exams-info/cefr.html](http://www.cambridgeesol.org/exams/exams-info/cefr.html)
      - Grading: A minimum grade of 70% (C) in each course is required for a participant to pass the course and qualify for graduation. In that respect the following grading system shall be followed:
        - A: 92 – 100% (Excellent)  A-: 88 – 91% (Excellent)
        - B+: 85 – 87% (V. Good)   B: 80 – 84% (V. Good)
        - B-: 77 – 79% (Good)       C+: 75 – 76% (Good)
        - C: 70 – 74% (Pass)        F: < 70% (Fail)
      - Repeats: Participant, who receives a final grade of “F” in any course, may be allowed to repeat the course, except in the case of cheating and/or academic dishonesty, within the maximum study period of the program. A new course tuition fees should be paid to repeat any course at the applicable rate on the date of repeating the course.
      - Attendance: A minimum attendance of 80% is required in each course to qualify for graduation. In case the participant did not fulfill the 80% attendance, he/she will not be allowed to attend the course final exam. Attendance is not included in the course final grade calculations. Attendance is recorded by the instructor.
      - Unforeseen Circumstances that are approved are as follow:
        1) Sickness; medical certificate to be presented
        2) Death in family (first relatives); death certificate to be presented.
        3) Accident; police report to be presented.
        4) Business trip; official letter from work & passport to be presented.
Study Period: Participants must earn their degree in a period not less than one academic year and maximum of three academic years of study. Cases, registered before 2009, should be reviewed by the ExecEd academic committee.

Degree: Graduation certificate & Transcript are granted by ExecEd.

Transcripts shall reflect ‘Incomplete’, ‘Withdrawal’ and ‘Fail’ if any. The transcript will include the final grades of the courses completed. For the ongoing courses, an ‘IP’ (In Progress) grade will be posted.

B. The Certification Programs comply with the following:

- Attendance: A minimum attendance of 80% is required in each course to qualify for a completion certificate from ExecEd. Attendance is recorded by the instructor

- Grading: A minimum grade of 70% (C) is required for a participant to pass the course. In that respect the following grading system shall be followed:
  
  P: 70 – 100% (Pass)  
  F: <70% (Fail)  
  I: Incomplete

- Degree: Completion certificate is granted by ExecEd.

C. Attendance Programs that are in alliance with another educational institute comply with the following:

- English Proficiency Test: applicants must pass the Standardized English Proficiency Test (SEPT) or an equivalent valid international English language test.

- Attendance: A minimum attendance of 80% should be maintained.
  
  D: 80 – 100% (Attended) 
  F: <80% (Fail)

- Grading: Grading is conducted by the alliance institute.

- Degree: No degree is granted by ExecEd.

D. ExecEd Attendance programs comply with the following:

- Attendance: A minimum attendance of 80% should be maintained to qualify for a certificate of attendance from ExecEd.
  
  D: 80 – 100% (Attended) 
  F: <80% (Fail)

- Degree: No degree is granted. Attendance certificate is granted by ExecEd.

General Rules:

- Re-Scheduling of Exams, Projects or Presentations: Rescheduling of exam, project or presentation requirement within a course will be allowed for participants who did not fulfill the requirement for unforeseen circumstances as follows:
- Sickness; medical certificate to be presented
- Death in immediate family; death certificate to be presented.
- Accident; police report to be presented.
- Business trip; official letter from work & passport to be presented.

The participant fills the ‘Re-Scheduling Request’ form & submits the supporting documentation prior to the set date of the requirement subject to the approval of the concerned unit director. Otherwise, an ‘F’ grade will be recorded for this missing requirement. Participant has to finalize and complete the requirement within a maximum period of two weeks from the original date of the requirement (the new date is identified by the course instructor and the concerned program staff member). Rescheduling fees of EGP 500 shall apply.

**Incomplete (Final Exam, Final project or Presentation):** Rescheduling of final exam, final project or presentation requirement in any course will be allowed for participants who did not fulfill those requirement for unforeseen circumstances as follows:

- Sickness; medical certificate to be presented
- Death in immediate family; death certificate to be presented.
- Accident; police report to be presented.
- Business trip; official letter from work & passport to be presented.

The participant fills the ‘Re-Scheduling Request’ form & submits the supporting documentation prior to the set date of the requirement subject to the approval of the concerned unit director. Otherwise, an ‘F’ grade will be recorded & the participant will have to repeat the whole course. Participant has to finalize the incomplete requirement within a maximum period of one month from final exam date (the new date is identified by the course instructor and the concerned program staff member). In this case, temporary grade of ‘I’ (Incomplete) will be recorded until final grade is submitted by the instructor. Failure to finalize the course within the required period will result in the grade being recorded as ‘F’ (Fail). Rescheduling fees of EGP 500 shall apply.

**Academic Dishonesty:** This includes, but is not limited to, cheating, plagiarism, fabrication, multiple submissions, obtaining unfair advantage, unauthorized access to academic or administrative systems, aiding and abetting, impersonation, threatening harm, and copyright infringement. Cases should be reviewed by an academic committee formed by ExecEd based on the recommendations of the course instructor. In case of proven academic dishonesty or breaking the AUC code of conduct, participant will be disqualified from the program & no refund is due. In this case, the participant will not be allowed to register for any other programs.

**Final Grade Discussion:** Grading is the sole responsibility of the course instructor. If the Participant has any concerns regarding final grade, participant should send a written request within one week from announcing the final grade to the program staff member to discuss his/her grade with the concerned course instructor only. In case the participants’ concerns are not resolved yet, he/she can address his/her concern according to the complaint policy.
3. **Course Details**
   - Course syllabus will be sent by the first day of classes and will include relevant academic information.
   - The program staff member will announce the grade within two weeks from the final exam date.

4. **Library Access**
   - Professional post-graduate diplomas, professional certificates, professional diploma, certificated programs and attendance programs conducted in alliance with international bodies have the right to access the library without borrowing.
   - Short courses, customized programs, overseas programs and programs conducted in alliance with Morgan have no right to access the library except if specified by course instructor and approved by institute director.

5. ** Cancelling Courses or Classes**
   - Courses are subject to cancellation or postponement due to low enrollment.
   - In case of class cancellation, the program staff member will inform the participants through emails.
   - Cancelled classes will be compensated within boundaries of each course duration (start/end dates).
   - Class times may change in case of emergencies.

6. **Effective date of Academic Regulations & Requirements**
   Participant shall follow the academic regulations & requirements distributed upon admission to the program until graduation; unless withdrew and readmitted; the participant should follow the new regulations at the time of readmission.

8. **Exemption Requirements**
   Participants, who wish to be enrolled in another ExecEd diploma/certificate and be exempted from courses, should provide ExecEd with a copy of their previous graduation certificate upon enrollment in the new diploma.
TUITION AND POLICIES

Admission Fees:
A Non-Refundable Admission fee of EGP 350 shall apply to all ExecEd open enrolment programs (except for ExecEd attendance programs). If a participant withdrew & re-admitted, a non-refundable readmission fee of EGP 350 shall apply.

Withdrawal:
The participant fills ‘Withdrawal Form’. In case the withdrawal date is after course starting date, ‘W’ grade will appear on the participant’s records/transcript. Participants who withdraw from a scheduled course are subject to the refund rates below:

<table>
<thead>
<tr>
<th>Timing of Request for refund</th>
<th>Penalty (%)</th>
<th>Refund (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before course starting date</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Between course starting date and up to or equal 25% of course hours</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>After the completion of 25% of course hours</td>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

- The above terms apply on course fees from the date of receiving a ‘Withdrawal Form’ which the participant fills and signs at the Information and Admission Services, or sends it by fax or email.
- Refund is issued, within one month from receiving the request, with the same name as that mentioned on the receipt note. Cashing the refund should be done in person or by sending a letter of delegation with participant signature authorized from bank or letter of attorney (Tawkeel) from the Egyptian notary public office. In case the amount is less than EGP 3,000, refund amount is processed in cash by the cashier. In case the amount is paid by debit/credit card, the refund will be refunded to the same debit/credit card.
- Foreign currencies collected for registration in alliance program, including for example, membership fees, registration, exams and/or book are non-refundable.
- Refund of alliance programs are subject to the conditions of the alliance partner.
- Participants who do not attend any of the classes are subject to full refund.
- Participants who attended some of the classes are subject to the above refund rates.

Late Registration:
A late registration fee of EGP 250 shall apply to participants who register after the first class. No registration or attendance is allowed after the start of the second class.
Readmission:

When the participant wishes to be readmitted in the program, he/she fills in a new ‘Application Form’, as long as the participant graduates within the maximum allowed duration of the program as per the Egyptian Supreme Council of Universities regulations for postgraduate professional diplomas or within one year from withdrawal date for professional certificate, and will be subject to the program's new requirements and fees, if any. Readmission is not granted automatically. Participants who apply for readmission after the allowable study period shall repeat the whole program. A Non-Refundable Admission fee of EGP 350 shall apply to all programs except ExecEd attendance programs.
‘Academic Integrity’ is a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect and responsibility. From these values flow the principles of behavior that enable academic communities to translate ideals into action.” Thus begins the Code of Academic Ethics which governs behavior related to academic integrity at the American University in Cairo and by which the School of Business Executive Education (ExecEd) abides. The Code sets the guidelines of behavior for faculty, participants and staff.

The Ethics of Academic Integrity
Academic integrity is a part of our ethical stance in life. Our conduct in an academic setting at AUC can foster an atmosphere of truthfulness and trust; or foster doubt and suspicion, and a desire for success at any cost, even personal integrity. The AUC Code of Academic Ethics reminds members of AUC of their commitment not only to their own personal integrity, but to that of the entire AUC community and their countries and the world. The implications of that commitment are Personal Ethics, Social Responsibility, Awareness, Directness, and Choice. (For more information, please visit [http://www.aucegypt.edu/academics/integrity/code/Pages/Ethics.aspx](http://www.aucegypt.edu/academics/integrity/code/Pages/Ethics.aspx)).

Violation of Academic Integrity
Academic fraud and dishonesty includes, but is not limited to, the following categories:

- **Cheating:** using unauthorized notes, aids, or information on an examination; altering a graded work prior to its return to a faculty member; allowing another person to do one's own work and submitting it for grading.

- **Plagiarism:** submitting material that in part or whole is not one's own work; submitting one's own work without properly attributing the correct sources of its content.

- **Fabrication:** inventing or falsifying information, data, or citation; presenting data gathered outside of acceptable professorial guidelines; failing to provide an accurate account of how information, data or citations were gathered; altering documents affecting academic records; forging signatures or authorizing false information on an official academic document, grade, letter, form, ID card, or any other university document; submitting false excuses for absence, delay or illness.

- **Multiple Submissions:** submitting identical papers or course work for credit in more than one course without prior permission of the instructor.

- **Obtaining Unfair Advantage:** gaining or providing access to examination materials prior to the time authorized by an instructor; stealing, defacing, or destroying library or research materials which can deprive others of their use; unauthorized collaboration on an academic assignment; retaining, possessing,
or circulating previously used examination materials without the instructor’s permission; obstructing or interfering with another participant’s academic work; engaging in any activity designed to obtain an unfair advantage over another participant in the same course; offering bribery to staff or any university employee to effect a grade change, or gain unfair advantage over other participants

- **Unauthorized Access**: viewing or altering in any way computer records, modifying computer programs or systems, releasing or distributing information gathered via unauthorized access, or in any way interfering with the use or availability of computer systems/information.

- **Aiding and Abetting**: providing material, information, or other assistance, which violates the Standards for Academic Integrity; providing false information in connection with any inquiry regarding academic integrity.

- **Impersonation**: impersonating or allowing to be impersonated by another individual during classes, examination or other university activities.

- **Threatening Harm**: threatening, effecting, or encouraging bodily, professional or financial harm to any faculty, staff, administrator or participant who has witnessed or reported a violation of the Code of Academic Ethics.

- **Misconduct**: behaving in a manner that violates or adversely affects the rights of other members of the AUC community (disrupting class activities, unruly behavior, etc.)

- **Copyright Infringement**: using copyrighted materials (print, electronic, or multimedia) in a manner that violates international copyright laws. Students are not allowed to record sessions in any format whether audio or video. Any student’s behavior that shows dis-respect and violation to ExecEd regulations shall be exposed to be excluded from the program he/she is attending.

* Any participant’s behavior that shows dis-respect and violation to the AUC’s academic integrity shall be exposed to be excluded from the program/diploma/course he/she is attending.
OFFICIAL LETTERS

➢ **Graduation Certificates / Completion Certificates:** This is issued *once* for free upon Graduation / Completion of Course.

➢ **Verification Documents:** All ExecEd Participants / Graduates are entitled for verification documents related to their participation record:

   • **To Whom It May Concern letter (TWIMC) for Graduation / Completion of Program:**
     TWIMC is issued upon the participant’s request *upon successful completion of all courses/modules* for EGP 50 and takes seven working days to be issued.

   • **To Whom It May Concern letters (TWIMC) for Verification of Attendance / Enrollment Verification:**
     TWIMC is issued upon the enrolled participant’s request *upon start of classes*, during the program duration for EGP 50 and takes two working days to be issued.

➢ **Transcripts for Professional Postgraduate Diplomas and Professional Certificates**

   • Transcript is issued for both graduated and enrolled participants.

   • Transcript will be issued for free for the first time upon graduation. Each extra copy requested will be for EGP 50; and it will take seven working days to be issued.

*Note:* Certificates & TWIMC must be received by the concerned participant. If the certificate is to be collected by another person, a letter of delegation & copies of national ID cards of the participant & the recipient are required.
DURING THE COURSE

1. Make sure to sign your name on the attendance sheet at the beginning of each class, in front of your computerized name. If your name is not printed, please contact your concerned program staff member.

2. **Evaluations:** For all ExecEd programs evaluations are conducted twice during the course except for the short courses, evaluation is done only once.

3. Evaluations are conducted in the absence of the instructors to ensure confidentiality.
UPON COMPLETION OF THE PROGRAM

ExecEd is keen to solicit your feedback to improve its quality of services, thus please fill in the ‘Exit Survey’ distributed by the concerned program staff member last day of classes. All participants must complete the Exit Survey. Participants who didn’t complete the Exit Survey will not be permitted to receive their graduation certificates.

Graduation Ceremony

A graduation ceremony is conducted annually each academic year.

In case a participant will not be able to attend the graduation ceremony, the hard covered graduation certificate will be available with the concerned program staff member on the following working day.
ALUMNI COMMUNITY

In the past three decades and since its inception, the School of Business Executive Education (ExecEd) has trained thousands of professionals who are positively leading and contributing to the success of their companies in Egypt and the Middle East. In order to capitalize on this large number of participants under one association, the ExecEd decided to form an alumni society: “ExecEd Alumni Society”, for the purpose of contributing to executive education, as well as enriching its members with networking opportunities and scholarships.

Objectives:
- Foster interaction between alumni and ExecEd.
- Promote acquaintance among alumni.
- Provide a medium for professional networking.
- Promote positive growth within ExecEd culture.

Benefits:
- Scholarships:
  - Access to announced scholarships on future programs (10% scholarship).
- Career related services:
  - Networking opportunities.
- Events:
  - Planned gatherings over dinner or reception for all members & professors.
  - Professional seminars on the latest trends in management and business.
- Website:
  - Access to latest news and information, newsletter issues and directory through the website.

Eligibility:
All graduates of ExecEd programs are considered members of the School of Business Executive Education alumni society.
GRIEVANCES AND COMPLAINTS

The School of Business Executive Education (ExecEd) policy establishes the right to its participants to petition regarding any aspect of their education; to present petitions against academic actions or decisions taken by members of the ExecEd instructors, staff or administration; and to have these petitions treated seriously and given due consideration.

The ExecEd participants have the right to address their concerns and grievances through:

1. Addressing their concerns and grievances to the concerned program coordinator by email.

2. Submitting their complaints online through the following link: [https://www3.aucegypt.edu/mcenter/ComplaintPage.php](https://www3.aucegypt.edu/mcenter/ComplaintPage.php). This complaint is sent directly to the Quality Control Manager to ensure organization-wide consistency in handling participants’ complaints.

All complaints will be dealt within 10 working days. In case the participant doesn’t respond to the reply sent by the ExecEd, the case will be considered closed.

If the participants’ complaints are not resolved yet, they can address their concerns and grievances to the program manager by email, if not; they can raise their complaints to the Open Enrollment Programs Unit Director on the following email address (dabbaghda@aucegypt.edu). If their problems still unresolved, they can raise their grievances to the ExecEd Operations Director. If not, they can raise it to the Executive Education Director. The decision of the Executive Education Director is final and no further escalation will be considered.

On the other hand, if a participant has exercised the ExecEd formal complaint procedure and the problem(s) have not been resolved, the participant has the right to send his/her complaint to the Accrediting Agency for Continuing Education and Training (ACCET) on the following email address complaints@accet.org. ACCET will process complaints that involve ACCET standards and policies only. Complainants will receive an acknowledgement of receipt with 15 days.
CONTACT US

The American University in Cairo
The School of Business Executive Education, Falaki Academic Center
24 El-Falaki Street. P.O. Box 2511. Cairo 11511, Egypt
Tel: 202 2797 6700/ 6701
Email: execed@aucegypt.edu
www.aucegypt.edu/Business/execed
https://www.facebook.com/AucExecEd