



 **THE AMERICAN  
UNIVERSITY IN CAIRO**

**100** YEARS | **SCHOOL OF  
BUSINESS**

AUC AVENUE • P.O. BOX 74  
NEW CAIRO 11835 • EGYPT

TEL 20.2.2615.3290  
BUSINESS@AUCEGYPT.EDU  
BUSINESS.AUCEGYPT.EDU



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THE AMERICAN  
UNIVERSITY IN CAIRO



YEARS

SCHOOL OF  
BUSINESS



# Annual Report 2018 - 2019



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# **LETTER FROM THE DEAN SHERIF KAMEL**

The academic year 2018-2019 has been a busy yet fulfilling and rewarding time for the School of Business, with many proud achievements, activities and projects, just a handful of which are compiled in this annual report. These are great accomplishments we are all proud of and intend to build upon as we plan and aspire to fulfill more next year.



We started the year as the top business school in Africa according to Eduniversal, and several of our graduate programs were ranked as the best in the continent. We hosted the Global Babson Collaborative Summit which was attended by over 35 leading academics from 16 different countries around the world. The school launched the Willard W. Brown International Business Seminar Series, serving as a platform for renowned international and local business thought leaders to share a wealth of technical knowledge, business acumen, market and scholarly expertise with the AUC community and the local business community at large. During the year, we hosted 7 visiting professors for 12 public events on campus and 8 community engaging events off-campus.

Furthermore, in collaboration with the School, the Abdul Latif Jameel Poverty Action Lab initiative officially started with 17 different projects implemented across Egypt.

AUC Venture Lab teamed up with Temenos to accelerate FinTech innovation in Egypt, the Center for Entrepreneurship and Innovation launched the Global Entrepreneurship Monitor (GEM) National Report 2017-2018, and the School launched its International Case Competition focusing on business challenges facing high-growth entrepreneurial ventures. The School also hosted the African Women Entrepreneurship Cooperative (AWEC) Leadership Summit, and the International Council for Small Businesses (ICSB) Academy meetings.

On the academic programs front, the school launched the much-needed revamping process for several of our undergraduate and graduate degree programs. Furthermore, the quality and quantity of our faculty research is constantly improving.

Last but not least, the AUC School of Business Executive Education signed an MOU with the National Management Institute (NMI) at the Ministry of Planning to mark the launch of a multi-year strategic partnership to offer executive and professional training to the Egyptian government's leaders, officials and employees across all ministries.

I strongly believe that, year after year, we endorse our claim as the best School of Business in Egypt and one of the best in the Middle East and Africa. I have no doubt that we are improving, we have the capacity to compete, we are passionate about what we do, and we can achieve much more moving forward.







### **Five-Palms League of Excellence**

100 universal business schools with  
a strong global influence

#### **First**

School of Business in Africa  
2017 - 2018

#### **First**

Executive MBA program in Africa  
2018 - 2019

#### **First**

Master of Arts in Economics in Africa  
2018 - 2019

#### **Second**

MBA program in Africa  
2018 - 2019

#### **First**

Master of Science in Finance in Africa  
2018 - 2019



#### **74**

Business school worldwide in open-enrollment  
Executive Education programs (2019)

#### **8**

Masters in Management CEMS MiM (2019)



#### **Top 200**

QS Global MBA Ranking 2019

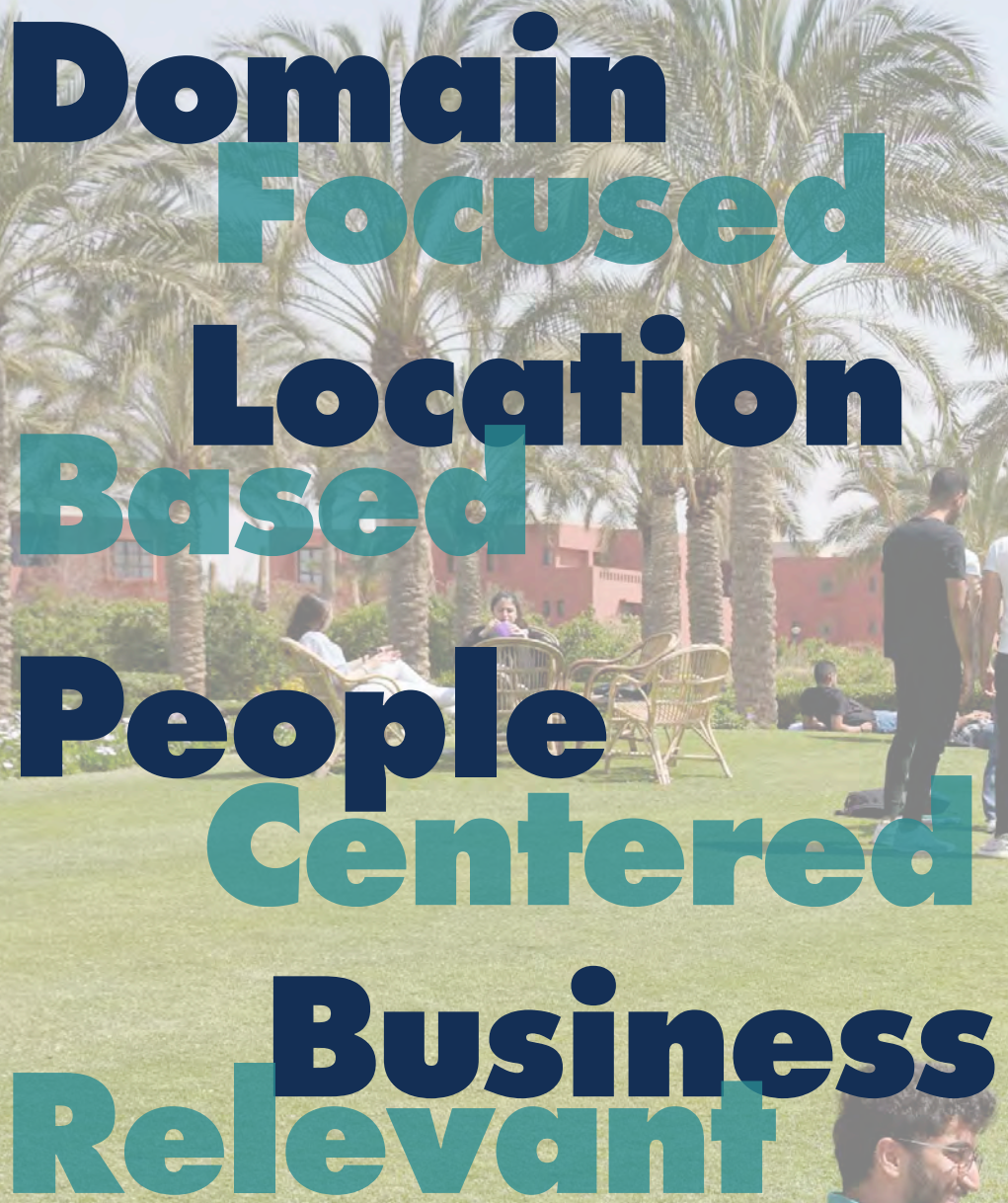
#### **74**

QS Global EMBA Ranking 2019

#### **101**

Master of Finance World Ranking 2019



The background of the slide is a photograph of a university campus. In the foreground, a young man with glasses and a beard, wearing a teal polo shirt, is sitting on the grass, looking down at something in his hands. Behind him, several other students are visible: some are sitting on wicker chairs, others are lying on the grass. The campus is filled with tall palm trees, and a red brick building is visible in the background under a clear sky.

**Domain  
Focused  
Location  
Based  
People  
Centered  
Business  
Relevant**



# AUC School of Business

## Vision 2030

Vision 2030 aims to focus on providing leading edge, practice-oriented, academic and executive programs; producing and disseminating top quality research; raising the school's regional and international profile and attracting the best students from Egypt and the region.



### Vision

The School of Business aims to be the leading knowledge hub with Arab region relevance and global influence.



### Mission

The School of Business aims to develop entrepreneurial and responsible global leaders and professionals.



# **SCHOOL HIGHLIGHTS 2018 - 2019**

*\*All events are in chronological order*

## AUC VENTURE LAB PARTNERS WITH IFC TO SUPPORT PROMISING FINANCIAL TECHNOLOGY STARTUPS IN EGYPT

The AUC Venture Lab signed a partnership agreement with IFC, a member of the World Bank Group, to further support promising startups in the financial technology space through the launch of a two-year program. The program improves acceleration offerings to FinTech startups in areas such as mentorship, business development and technical training to help entrepreneurs attract funding from investors. This new partnership leverages the evolving FinTech landscape and supports AUC V-Lab and IFC's efforts in expanding financial inclusion across the country.



## AUC VENTURE LAB TEAMS UP WITH TEMENOS TO ACCELERATE FINTECH INNOVATION IN EGYPT

Expanding the scope and effectiveness of its influence, the AUC Venture Lab partnered with Temenos, a banking software company, in an effort to collaboratively strengthen the FinTech ecosystem in Cairo. Through its partnership with Temenos, Venture Lab startups will have access to one of the world's leading core banking solutions as their development environment. Temenos provides a sandbox service to the startups utilizing the accelerator, which enables them to integrate their solutions with banking data and functionality, as well as to test them for scalability and robustness.

## ENDEAVOR - LAUNCH REPORT: SCALING-UP MENA SMES

February 28, AUC School of Business Center for Entrepreneurship hosted the launch of Scaling-up MENA SMEs in AUC Tahrir Campus. The report, co-authored by Strategy& and Middle East's Ideation Center and Endeavor offices in Egypt, Jordan, Lebanon, UAE and Saudi Arabia, highlights the growth potential of scale-ups and their positive economic impact, while assessing the state of scale-up ecosystems across the region. The event brought together key business leaders, entrepreneurs, investors, international financial institutions and ecosystem players to join the discussion on the challenges faced by scale-ups in the region, ways of supporting and enabling the scale-

up ecosystem, the impact of scale-ups on economic growth, and more.





## EL HELM EL MASRY

March 11, the event was organized in collaboration with The AmCham Entrepreneurship and Innovation Committee (EIC), Entrepreneurship Organization (EO), and Endeavor Egypt. Celebrating the “Egyptian Dream,” the event aimed to promote Egyptian entrepreneurship, providing attendees with the opportunity to experience the entrepreneurial journey first-hand by showcasing the story of accomplished entrepreneurs and highlighting the tools behind their success to an audience of around 150 attendees.



## ASHOKA ARAB WORLD SOCIAL INNOVATION FORUM (AWSIF) 2019

March 15-16, the forum convened over 400 attendees from the region and around the world – among them, distinguished social entrepreneurs, leaders in the business and corporate sector, academics, policymakers and thought leaders – in order to



ignite the local-to-global and cross-sector movement for social change. In parallel, the forum served to spark critical dialogues on the Workforce Improvement and Skills Enhancement (WISE), an initiative which aims at identifying and addressing the gender-specific challenges impeding women from becoming leading social entrepreneurs and change makers in their communities.

## 2019 BABSON COLLABORATIVE SUMMIT

March 19-20, the Babson Collaborative for Entrepreneurship Education is a global business school partnership which supports participating schools to increase their capacity and capability of educational entrepreneurship. The two-day summit covered a range of topics ranging from developing a global mindset for entrepreneurship education - exploring frameworks for educating entrepreneurial leaders with a global mindset, to a panel discussion on accelerators, incubators and entrepreneurship centers, where collaborative members discussed their institutions’ experiences and practices.





## AUC VENTURE LAB EXPO



March 24-25, the AUC Venture Lab Expo is an event held as part of every AUC Venture Lab acceleration cycle, where startups showcase their innovative products and services. The event allows members of the AUC community to meet the cycle's startups and engage with entrepreneurs in areas spanning healthcare, FinTech, energy, e-commerce and creative industries to learn about the latest business ideas in today's entrepreneurial scene.

## AUC VENTURE LAB DEMO DAY

June 25, the AUC Venture Lab celebrated its semiannual Demo Day. The event witnessed the graduation of entrepreneurs from the Startup Accelerator's Arab African International Bank Cycle 12. During the day, 19 accelerated startups pitched their business ideas and showcased their products and services to over 500 attendees. The event also recognized Tarek El Kady, founder of Techne and Alex Angels who took home the AUC Venture Lab Award this cycle for his efforts in supporting the entrepreneurial ecosystem.



## AUC VENTURE LAB FINTECH DEMODAY

June 9, the AUC Venture Lab celebrated its Fintech Accelerator Demo Day Cycle 6, in partnership with the International Finance Corporation (IFC) and powered by Commercial International Bank (CIB). AUC Venture Lab graduated four FinTech startups: Caishni, a zero-fee online platform for peer-to-peer lending; SLYD, a micro-mobility startup offering affordable rides for first- and last-mile trips of short distances; El Laban, an agri-fintech platform that enables farmers with online/offline cow milking practices and access to financial services; and A-Eye Tech, a full offline-retail analyzer using artificial intelligence applications to enhance the customer experience of retailers and vendors, such as bank branches.



## GLOBAL ENTREPRENEURSHIP MONITOR (GEM) REPORT LAUNCH EVENT

December 17, AUC School of Business launched the Global Entrepreneurship Monitor (GEM) National report 2017/18. The report presented a detailed examination of the behaviors, motivations and attitudes towards entrepreneurship within the country, as well as different aspects of the entrepreneurship ecosystem in Egypt, making it a valuable resource for policy makers and leaders. GEM is considered the most authoritative and informative study on entrepreneurship in the world today, with representation from most regions of the world.

## FAMILY BUSINESS TALKS

Launched in Fall 2018, the Family Business Talks Series comes within the School's commitment to develop expertise in family businesses which currently represent more than 80% of total companies in the region. The series held talks featuring a number of family-owned business partners and covered a range of topics including: building a sustainable family business, what successful families do to achieve sustainability, reinforcing bonds in family business and, finally, diversity of roles and contributions of members within the family business.

## GOVERNANCE, CHALLENGES AND POSSIBILITIES IN FAMILY BUSINESS PROGRAM, IN COLLABORATION WITH BABSON COLLEGE AND INTERNATIONAL FINANCE CORPORATION (IFC)

March 12-14, a three-day intensive executive education program developed jointly between AUC School of Business, Babson College and International Finance Corporation (IFC). The program enhanced family business leaders' abilities to leverage the intrinsic strengths of their family enterprises and to implement positive change. The program was well attended by 47 participants from 17 leading family businesses in Egypt and the region.



## CORPORATE GOVERNANCE WORKSHOP FOR WOMEN IN FAMILY BUSINESSES

October 29, within its efforts to improve gender balance of corporate boards in Egypt and develop women in managerial positions, the AUC School of Business hosted the corporate governance workshop in collaboration with the European Bank for Reconstruction and Development (EBRD). The workshop was attended by 29 successful women in leading roles in family businesses, 16 of whom were board members. The speakers were prominent women in different fields including corporate, academia and international organizations. The diversity of the attendees added to the success of the workshop, as they came from different backgrounds, age groups and industrial sectors, including medical care, the furniture industry, cosmetics, lighting equipment, and electricity solutions.



## FIRST MEETING OF FAMILY BUSINESS CONSORTIUM OF THE ARAB REGION

November 12, the consortium brought together different business schools from across the region as founding members include: College of Business Administration Ajman university, UAE, ESCA School of Management, Morocco, Suliman S. Olyan School of Business, American University of Beirut, Lebanon, and USEK School of Business, Holy Spirit University of Kaslik, Lebanon. The goal of the consortium is to develop research on the issues and challenges facing family businesses in the region and to develop their managerial practices, as well as promote a global understanding of the Arab family businesses. The meeting was followed by an insightful roundtable discussion joined by representatives from prominent family businesses in the industry such as Azza Fahmy, Domty, Pico Agriculture, and Mansi eyewear.



# RESPONSIBLE BUSINESS HIGHLIGHTS

## LAZORD SECOND COMMUNITY DAY

May 5, the second annual Lazord community day took place concurrently in three different countries by Lazord Foundation's three-chapter partners: the John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business, INJAZ Jordan and UTIL Tunis. This year's theme was "Persons with Disabilities". To make sure the topic was well addressed, the agenda was a combination of informative sessions and networking with NGOs. The event was jointly organized by Lazord alumni, fellows, Gerhart Center and the Lazord Foundation.



## ENGAGED GENERATION SUMMER BOOT-CAMP

July 14 – 18, the John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business summer boot camp aimed to promote civic engagement and endorse the idea of social responsibility among university students and children. The camp encompassed three main social and environmental themes; green environment, bullying and people with disabilities. The boot camp was composed of two parts. The primary week included a training and qualification program for 14 AUC student camp leaders, developing their sense of responsibility and giving, building their capacity, as well as qualifying them to transmit what they have learned to campers. The second week included camp leaders working with 10 campers on how the youngsters would present their gained knowledge through artistic mediums incorporating simulation games, artwork, handcrafts, music and the like.



## Ma'an Arab UNIVERSITY ALLIANCE SOCIAL ENTREPRENEURSHIP COMPETITION 2018

October 10, the competition was held with over 120 participants from universities across Egypt gathering at The American University in Cairo. The competition tackled the topics of saving energy, and chemical and packaging losses. First place went to the "Chitosan" Zewail City University student team, second place went to the "Pioneer" Benha University student team, while third place went to the "Delta Oil" Alexandria University team. The competition is a joint effort between John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business and Savola Group, featuring youth from all over Egypt. The partnership aims to foster interest in local manufacturing by giving university students around the country a platform to present their innovative ideas, all with the aim of contributing positive values to society, while granting participants the skills they will need in the job market along the way.

## WOMEN ON BOARDS OBSERVATORY RELEASES 2018 MONITORING REPORT

The recently released annual monitoring report provides a snapshot of the representation of women on boards in listed companies, Nilex (SMEs), the banking sector and the public enterprise sector in 2018. The report offers an indicator for Women on Boards in Egypt and identifies the gap of women on boards in each sector, with banks leading at 11.4%, followed by listed companies at 10.2% and public enterprise companies at 8.3%, to reach the target board representation of the 2030 National Strategy for the Empowerment of Egyptian Women. The National Strategy for the Empowerment of Egyptian Women 2030, which adopts a rights-based approach and is grounded in the SDGs and Egypt's Sustainable Development Strategy 2030, was endorsed by the President in March, 2017. The strategy promotes the leadership roles of women holding key positions in public institutions and companies, setting the target for women in senior management posts by 2030 at 30%. The Ministry of Planning, Monitoring and Administrative Reform, the National Council for Women and The American University in Cairo School of Business, launched the report on June 10, 2019.



# ECONOMIC DEVELOPMENT HIGHLIGHTS

## **TAREK SELIM, PROFESSOR OF ECONOMICS, JOINS THE EXPERTS COUNCIL OF THE WORLD ECONOMIC FORUM**

The Expert Network is designed to provide global solutions to universal challenges. It promotes innovative thinking about the future, challenges conventional wisdom, and develops new ideas and projects related to key global issues, as well as studying the impact and governance of the Fourth Industrial Revolution. Selim focused on two council themes of the World Economic Forum: (1) Future of Economic Progress, and (2) Future of Industry and Technology.



## **PROFESSOR NAGLA RIZK REPRESENTS THE SCHOOL IN THE WORLD ECONOMIC FORUM ON THE MIDDLE EAST AND NORTH AFRICA**

April 6-7, Nagla Rizk, professor of economics and founding director of the Access to Knowledge for Development (A2K4D) center represented the School in the World Economic Forum on the Middle East and North Africa in Dead Sea, Jordan. WEFME convened with over 1,000 key leaders from the government, business and civil society at the Dead Sea, Jordan, to enable collaboration on the most pressing challenges facing the region. Rizk contributed to the forum by giving two sessions: a workshop on “Disruptive Innovation for Competitiveness 4.0” and a Hub Session entitled, “The Big Picture on Globalization 4.0.”



## **ACCESS TO FINANCE FOR SMALL AND MEDIUM ENTERPRISES SEMINAR**



February 12, a seminar organized in partnership with The International Monetary Fund (IMF) and the Economic Research Forum (ERF) was held at AUC Tahrir Square. Attended by 120 participants from various backgrounds and organizations, including economists, researchers, AUC faculty and staff, and media representatives, the event launched the IMF Report “Scaling Up Access to Finance for Small and Medium Enterprise in the Middle East and North Africa”, which highlighted the macroeconomic relevance of financial inclusion and called for a holistic approach to financial inclusion strategies. The event included a presentation on the report findings by Nicholas Blancher, IMF advisor of Middle East and Central Asia Department. Blancher was followed by a panel discussion moderated by Jihad Azour, IMF director of Middle East and Central Asia Department.



# INTERNATIONALIZATION

## HIGHLIGHTS

### HARVARD ALUMNI VISIT

March 19, Harvard University alumni visited AUC. Their visit included a presentation by the School of Business on the John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business, a discussion on entrepreneurship and innovation in the MENA region, an information session on the Access to Knowledge for Development (A2K4D) center collaboration with Harvard and a presentation on MENA Developmental Challenges. The visit also incorporated a networking luncheon on campus in honor of Harvard alumni and alumni holding dual degrees from Harvard and AUC.



### AFRICAN WOMEN ENTREPRENEURSHIP COOPERATIVE (AWEC) SUMMIT II

March 24-25, the event marked the closing and graduation of the first cohort of the AWEC project. The summit brought together 197 attendees from Africa, Europe and USA. AWEC was created at the Center for Global Enterprise, supported by Bloomberg Philanthropies, the Silicon Valley Community Foundation, and others as a one-of-a-kind, high-touch business and management development learning program. AWEC focuses



on applied learning and collaborative experiences to ensure immediate business impact and the creation of a pan-African network of entrepreneurs, experts and allies.

### ABSA BANK GROUP LIMITED VISIT

April 10, a delegation from Absa Group Limited visited the School as part of the Africa Development Leadership Program. The 32 members of the group, representing eight countries, came together to get insights on Egypt's economic strategies and reform program, the banking sector, entrepreneurship and FinTech, while touching on potential partnerships and acquisition opportunities to aid growth in Africa. Absa is listed on the Johannesburg Stock Exchange and is one of Africa's largest diversified financial services groups with a presence in 12 countries across the continent and around 42,000 employees.

## **INTERNATIONAL COUNCIL FOR SMALL BUSINESSES (ICSB) WORLD CONGRESS AND ICSB ACADEMY 2019**

June 15-21, AUC School of Business was the official academic partner for the International



Council for Small Businesses World Congress 2019. The congress works on providing insights on the entrepreneurship ecosystem in Egypt and the region. AUC faculty, alumni and staff spoke at the conference panels covering a wide range of topics. The international conference, which convened with over 800 participants, is held every June around the world and brings together global educators, researchers, policy-makers leaders, experts and practitioners to share knowledge and expertise in their respective fields. The School also hosted The Fifth Annual ICSB Academy at the AUC New Cairo Campus. This pre-conference program included 80 international participants, ranging from undergraduates, fresh graduates and high school students. Hosted at AUC student housing for the duration of the program, students were exposed to an intensive experience that challenged, stimulated and

built their entrepreneurial skills. Students also met with entrepreneurs from AUC Venture Lab to learn about their startup experience in Egypt.

## **ROUNDTABLE DISCUSSION ON HIGHER EDUCATION AND EMPLOYMENT IN MENA**

May 21, roundtable discussion aimed at identifying higher education and employment needs in the MENA region and to highlight how the AUC School of Business supports the development of human capital in the region. The event included 19 participants, including cultural attaches, alumni, and students from Ethiopia, Saudi Arabia, South Soudan and Tunisia.



## **AFRICAN WOMEN INTRA-TRADE CAPACITY BUILDING**

November 25-29, The American University in Cairo, School of Business and AfroDev jointly launched African Women Intra-Trade Capacity Building Program. The program seeks to promote intra-trade in Africa through empowering African Women, adding to their knowledge and skills, and creating new markets and networks. The program was attended by 34 participants, who were guided on ways and means to increase the economic benefits that they can derive from their participation in intra-trade, with a focus on: outlook on African markets and related business environments, identifying and building networks of women in business and trade across Africa, identifying the obstacles and challenges specific to African businesswomen participation in the African markets, and a discussion on how African women build their own competitive industries in light manufacturing and create their own brands.

## AUC SCHOOL OF BUSINESS HOSTS AFRICA ACADEMY OF MANAGEMENT'S 2019 AFRICA FACULTY DEVELOPMENT WORKSHOP

June 9-13, the Fifth Africa Faculty Development Workshop, organized by the Africa Academy of Management (AFAM) took place at AUC School of Business. The workshop consists of a series of programs aimed at promoting excellent PhD and new faculty research, assisting with the advancement of research scholarship, and helping to develop the next generation of Africa's academic leaders. AFAM invited scholars from across the African continent to engage in the intensive weeklong workshop to improve the theory, methodology, and presentation of their research projects. The workshop included interactive paper development sessions, presentations and discussions with local leaders, as well as networking opportunities.



## WHARTON MBA STUDENTS VISIT TO AUC

July 24, a group of Wharton MBA students visited the AUC School of Business within The Lauder Institute Wharton, Arts and Sciences – University of Pennsylvania MENA 2018 Summer Immersion program. During their visit, the students had a chance to tour the university's state of the art campus, as well as attend a number of lectures to provide them with perspectives on the social, economic and political environment in the region, including a session on economic development challenges and opportunities for the MENA region, as well as a session on how the School of Business promotes social impact. The latter focused on The John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business which aims to promote social change in the Arab region through building a culture of effective giving, corporate social responsibility and civic responsibility. The students concluded their trip with a networking lunch with school faculty, senior staff, alumni, MBA and EMBA students and V-Lab start-ups.





## STUDENT LIFE HIGHLIGHTS

### EL-KHAZINDAR BUSINESS RESEARCH AND CASE CENTER- P&G COMMERCIAL CHALLENGE WINNERS GET A FIRSTHAND TASTE OF WHAT ITS LIKE TO WORK AT P&G THROUGH FIFTH CASE COMPETITION

El-Khazindar Business Research and Case Center (KCC) collaborated with P&G for the fifth year to bring the Commercial Challenge to undergraduate students in November 2018. More than 88 undergraduate students from across the university were divided into 22 teams to compete in this real-life case studies competition. The winning team earned a week of job shadowing at the P&G premises, providing them with a real-life taste of business. The competition falls within the school's efforts to promote the use of case studies as a learning tool to increase students' skills and techniques, as well as expose them to a taste of real business life.



### RAYA STEP-UP COMPETITION FINALISTS ATTEND IBS SCHOLARSHIP PROGRAM

January 7-24, a competition for undergraduate students was held in November in collaboration with Raya, under the title "Raya Start-Up Competition". The idea was for students to innovate ideas for Raya's Aman Payment Application (for end-consumer use), with the objective of introducing the "cashless" concept into Egyptian society. The winning team of four students earned a 3-week scholarship to learn

about business innovation within an International Business School (IBS) America course in collaboration with CUOA Business School, Italy. The course incorporated lectures, seminars, corporate visits, and a group project for graduation. The objective was to offer students an overview of contemporary topics of their choosing, along with an exceptional international experience, granting the students an opportunity to receive insightful knowledge of European affairs.



### UNDERGRADUATE STUDY TOUR TO ATHENS, GREECE

January 20-26, study trip in collaboration with the American College of Greece (ACG), the largest American university in Europe and the only institution in Athens accredited in the United States. 32 undergraduate students were exposed to the corporate world through corporate visits within various business sectors, along with academic lectures at the ACG campus, themed around, "Weathering an Economic Crisis." In addition, the students networked with business executives and entrepreneurs, and visited cultural sites.



# STUDENT COMPETITIONS HIGHLIGHTS

## AUC TEAM WINS FIRST PLACE IN ENGCOMM COMPETITION

February 23, Noor Sorour and Walid Abou El Nour from the School of Business, and Ayah Hani and Zeina Hesham from the School of Science and Engineering won first place in EngComm in Montreal, Canada. The team led by Professor Neveen Ahmed, assistant professor of finance, won first place for displaying the highest standard in all matters of Business and Engineering. The team received the Dr. Thomas McLaughlin Award for the Best International Team, Best Business Solution and Best Team Spirit.



## AUC STUDENT TEAM WINS THE BABSON COLLABORATIVE STUDENT CHALLENGE 2019

March 24, AUC School of Business hosted the Local Babson Collaborative Student Challenge 2019 which included five AUC student teams who joined the race for the local champions of the Babson Collaborative challenge. Participating collaborative universities held a competition among their students and held live events where the student teams presented and pitched their idea to a panel of judges. Teams were then evaluated, and the winning team from each university progressed to the final phase of the challenge. The Toy Lab team members: Rana El Semary, Yomna Samy, Ahmed El Semary, mechanical engineering majors, Salma Morsy, actuarial science major, and Salma Ehab, double major in political science and anthropology, won the Local Babson Collaborative Student Challenge and qualified for the global challenge.



## STOCK TRADING COMPETITION

April 1, Stock Trading Competition powered by Refinitiv (formerly the Financial and Risk business of Thomson Reuters), was initiated in 2016 and aims at exposing students to real-life trading and familiarizing them with trading strategies and terminologies. Moreover, the competition allows students to get hands-on experience in understanding how different business, economic and political factors affect stock prices and move the market.





## SCHOOL OF BUSINESS INTERNATIONAL CASE COMPETITION

April 19-24, the International Case Competition, brought together teams of students from all over the world to compete in solving a challenging business case focusing on business challenges facing high growth entrepreneurial ventures. Six international teams and three local teams partook in the case study competition revolving around AUC Venture Lab startup SWVL, a premium alternative to public transportation in Egypt. Thirty-four students accompanied by four mentors and fourteen judges all took part in the competition. University student teams taking part included: The American University of Sharjah (AUS), UAE Bennet University, Birla Institute of Technology and Science, University of Ajman, Sultan Qaboos University, York University, Alexandria University, Cairo University and The American University in Cairo.



## INNOPOLY CONSULTANCY CASE COMPETITION

April 17, the Innopoly Consultancy Case Competition was organized by the department of management and the Finance and Economics Club through the Research and Creativity Convention (RCC) award, in partnership with Mountain View. The competition, which aimed at finding innovative answers for more affordable housing in gated communities, consisted of interdisciplinary teams of one finance, economics or accounting major, two science and engineering major, one marketing major and one student from any other major at the university. The teams competed for a cash prize as well as an internship opportunity at Mountain View.



## MARKETING PRO COMPETITION

May 25, the marketing pro competition aimed at enhancing students' learning experience, promoting a better understanding of real market dynamics and strengthening students' critical thinking skills. Students presented their marketing plans to a panel of marketing experts including Dina Younes, junior brand manager, Nestle, Heba Khaled, group media director, NRJ, Shaimaa Ismail, digital manager, L'Oréal Egypt, Ibrahim Hegazy, professor of marketing and Hakim Meshreki, visiting assistant professor of marketing.



## SHELL IMAGINE THE FUTURE: BOOT CAMP

November 14, AUC School of Business as the official academic partner of the Shell Imagine the Future Competition hosted a boot camp training for all national teams participating in the competition. During the boot camp, experts gave insights on digital trends, scenario making, and urban planning to help students come up with scenarios on how to live, work, and play. 11 teams made it to the local semi-finals, while the Zewail City team won this year's local challenge.

# RESEARCH EVENTS AND RECOGNITION

## HIGHLIGHTS

### THE ACCESS TO KNOWLEDGE FOR DEVELOPMENT (A2K4D) CENTER 8TH ANNUAL WORKSHOP

October 16 – 17, the on the Access to Knowledge for Development (A2K4D) center annual workshop was held under the title of “Digital Technologies, Innovation and Inclusive Growth: Alternative Narratives.” The event included sharing the outputs of A2K4D’s research over the past year on issues such as innovation, data and artificial intelligence, the sharing economy, and gender - all from a developmental perspective. The two-day event tackled an alternative assessment for innovation in Africa, intersections between ethics, inclusion and the governance of Artificial intelligence (AI), with a focus on local and regional realities, as well as their recent research on the sharing economy. The event included partners from the Open Data for Development global network, Open African Innovation Research Network (Open AIR), as well as local partners’ community of researchers and experts. This year, the event included participants from Switzerland, South Africa, Tunisia, Palestine, Lebanon, Morocco and Egypt.



### OFFICIAL GAZETTE REFERENCE NAGLA RIZK RESEARCH

October 23, The Official Gazette used Nagla Rizk, Professor of Economics at AUC School of Business and Founding Director of the Access to Knowledge for Development Center - A2K4D, as one of their resources in their news announcement paper, “The Competition Protection Authority (CPA) decision for temporary measures concerning the merger of Careem and Uber.”

### TAREK SELIM SELECTED AS EDITOR IN CHIEF OF AN INTERNATIONAL JOURNAL

The Journal of Business and Economics Research (JBER) is a highly esteemed economics and business multidisciplinary journal based in Colorado. The journal is indexed by ICI and Stanford, among others, and is widely circulated within business and economics disciplines, as well as practice-oriented professional research.

### SCHOOL OF BUSINESS FACULTY AND RESEARCHERS AWARDED THE EMERALD LITERATI AWARD

Ahmed Tolba, associate provost for strategic enrollment management and associate professor of marketing, Ayman Ismail, endowed chair of entrepreneurship, assistant professor, and founder and director of the AUC Venture Lab and Seham Ghalwash, research manager of GEM, received the 2018 Emerald Literati Award for their research on: “What motivated social entrepreneurs to start social ventures?: An exploratory study in the context of a developing economy.” In addition, Khaled Samaha, professor and chair of the Department of Accounting also received the 2018 Emerald Literati Award for his research on: “Audit-related attributes, Regulatory Reforms and Timely Disclosure: Further Evidence from an Emerging Market.” The annual awards recognize authors and researchers who publish papers with a high global impact, as measured by the number of citations and downloads.



# 200

## RESEARCH ITEMS PRODUCED

JANUARY 1, 2018 - DECEMBER 31, 2018

**Top Tier Journal Articles (A\*/A/B)**

**23**

**Total Refereed Journal Articles**

**36**

**Book Chapters**

**9**

**Total Conference Proceedings**

(Articles and Abstracts)

**14**

**Refereed Conference Presentations**

**23**

**Non-Refereed Presentations/Talks**

**62**

**Total Policy Brief & Reports**

(Policy Brief/Papers, Technical Reports,  
Research Reports)

**25**

**Media Appearance**

(Local and International)

**1**

**Translation**

**1**

**Other**

**19**

# EXECUTIVE EDUCATION HIGHLIGHTS

## **AUC SCHOOL OF BUSINESS EXECUTIVE EDUCATION AMONG FT TOP 80 OPEN ENROLLMENT PROGRAMS WORLDWIDE FOR THE SEVENTH YEAR IN A ROW**

AUC School of Business Executive Education has ranked 74 out of the top 80 open-enrollment program providers, being the only school in the Arab region to be ranked by FT competing among the world's top schools. The AUC School of Business Executive Education programs have been maintaining their position globally by being the leading regional platform for world-class executive education that empowers current and emerging business leaders to harness the necessary tools to grow their businesses in a challenging global environment.



## **SCHOOL OF BUSINESS EXECUTIVE EDUCATION PARTNERS WITH MINISTRY OF PLANNING TO ENHANCE SKILLS OF EGYPTIAN ENTREPRENEURS (ROWAD 2030)**

The School and the Ministry of Planning, Monitoring and Administrative Reform signed a memorandum of understanding to enhance the skills and business acumen of Egyptian entrepreneurs. The cooperation entails enhancing the skill set of 200 young Egyptian entrepreneurs over a span of two years. The training program is designed to help entrepreneurs launch new ventures and to use this program as an educational vehicle in learning how to effectively run their own business. The Mastering Business Skills for Entrepreneurs program is divided into two different phases. The first phase is an intense 15-day training program introducing the essential knowledge and skills needed by an entrepreneur; starting from how to start a project, to analyzing its risk, marketing it, and operating it efficiently, and financing it. The second phase is a capstone project for participants to practically apply the skills and knowledge they acquired in the first phase.





## AUC SCHOOL OF BUSINESS EXECUTIVE EDUCATION EXPANDS ITS REACH IN SAUDI ARABIA

The School of Business hosted twenty Saudi executives representing top real estate companies in KSA to tour the campus and attend a seminar on the role of AUC as an anchor for urban development in New Cairo and the role of the school in developing the needed skills for the real estate industry in Egypt. Guest speakers included Dr. Ashraf Dewidar, managing director of ARDIC for Real Estate, and Mr. Tamer Nabil, managing director, Real Estate Development, Mountain View. AUC School of Business also conducted a Real Estate Development Program in Jeddah on September 9 and 10.



## 15 YEARS OF SUPPORTING TALENT ADVANCEMENT AT EZZ STEEL

AUC School of Business Executive Education celebrated 15 years of collaboration with Ezz Steel through offering selected employees comprehensive programs in marketing, finance, and strategic project management. This ongoing collaboration has supported the development of over 500 participants. This year's round graduated 60 participants in September with the specially customized professional certificate in "Talent Advancement."





## **AUC SCHOOL OF BUSINESS LAUNCHES PHARMACEUTICAL MARKETING BOOT CAMP IN PARTNERSHIP WITH INTERNATIONAL BUSINESS DRIVING LICENSE (IBDL)**

October 28 - November 1, a pharmaceutical marketing boot camp attended by 15 participants working in the area of pharmaceutical industry marketing was held in partnership with the International Business Driving License (IBDL). The program was designed and presented with an innovative approach and gave participants the chance to explore strategies of modern marketing; the tools needed to apply them in the workplace; and gave insights into the pharmaceutical sector's national and international marketing framework. Attendees were able to learn how to access the various markets in the sector and were exposed to strategic and operational insights of the industry. This intensive 5-day boot camp gave participants the opportunity to understand marketing management processes, and also offered them the tools and skills needed to build on their own career development plans in marketing.



## **AUC SCHOOL OF BUSINESS SUPPORTS AL-AZHAR UNIVERSITY TO DEVELOP COMMUNITY LEADERS**

December 19, the School of Business supported Al Azhar University by providing specialized training for 21 associate deans of Al Azhar. Developing the leadership skills of community leaders with the aim of enhancing the community as a whole was the main reason for the collaboration of Al-Azhar University and AUC School of Business Executive Education. Executive Education Learn, Engage, Articulate and Deploy (L.E.A.D.) change project aims to enable the associate deans of Al-Azhar to learn, engage, articulate and deploy a culture of change in their work environment. The transformation journey prepares attendees to understand change dynamics, adopt an agile mentality, become more empowered and engaged to sharpen their leadership skills, and amplify work goals through effectively managing and developing their teams.



## INTERNATIONAL REAL ESTATE DEVELOPMENT CONFERENCE

A real estate conference was organized in collaboration between AUC School of Business, Mountain View, the Real Estate Development Chamber and National University of Singapore in April 2019. Attended by over 120 participants, the event brought together the national and international real estate community to discuss subjects at the core of the real estate sector in Egypt. The one-day event discussed the role of developers in determining standards for real estate development, the role of financial institutions in real estate financing and the role of the Federation of Egyptian Industries (FEI)'s Chamber of Real Estate Development in organizing the industry to meet customer needs.



## THE AMERICAN UNIVERSITY IN CAIRO LAUNCHES LEADERSHIP FOR GOVERNMENT EXCELLENCE PROGRAM

Leadership for Government Excellence is a tripartite program between the Ministry of Planning, Monitoring and Administrative Reform, the American University in Cairo (AUC), and King's College UK. This multi-year strategic partnership offers executive and professional training to Egyptian government's leaders, officials and employees across all ministries. The program aims to provide personal awareness, organizational impact, and system alignment to enable select government leaders to transform their organizations. The program is modeled so that each cohort, consisting of 30 participants, receives an overall of three months of training encompassing two months at the American University in Cairo and one month at King's College, in addition to a final graduation project.



# CORPORATE RELATIONS AND OUTREACH HIGHLIGHTS

## WILLARD W. BROWN INTERNATIONAL SEMINAR SERIES

During the year, the AUC School of Business hosted 7 visiting professors for 12 public events on campus and 8 community engaging events off-campus for the Willard W. Brown International Seminar Series, serving as a platform for renowned international and local business thought leaders to share a wealth of technical knowledge, business acumen, market and scholarly expertise with the AUC community and the local business community at large. The visiting professors included Carlos Winograd, research fellow and professor, Paris School of Economics, Ecole Normale Supérieure, and associate professor, University of Paris-Evry Val d'Essonne, France; David R. Beatty, professor of strategy and chair of David and Sharon Johnston Center for Corporate Governance Innovation, Rotman School of Management, University of Toronto; Christine Blondel, professor of family business at INSEAD and Recipient of the Family Firm Institute Interdisciplinary Achievement Award; Stewart Langdon, partner at Leapfrog Investments in the United Kingdom; Gavin Serki, a prominent writer, broadcaster and commentator on the frontiers of finance for over two decades; Dipak C. Jain; the European President, professor of marketing and global advisor at China Europe International Business School (CEIBS); Sameh Abadir, professor of negotiation and conflict Management at IMD, Lausanne, Switzerland.

## STRATEGIC ADVISORY BOARD 9TH ANNUAL MEETING

October 2, the discussion revolved around the school's sustainability, and a major action item was developing a viable business model for the school. In addition, the status of the school's graduate programs was heavily discussed with the presence of the university Dean of Graduate Studies, Adham Ramadan. The meeting was concluded by expressing the need to introduce new creative approaches to the engagement of the private sector.





## CIB PARTNERSHIP DINNER

November 6, the AUC School of Business hosted a dinner in honor of its longstanding partnership with the Commercial International Bank. The dinner provided a chance to showcase the depth of CIB's commitment to expanding business education, research and outreach in Egypt. The dinner was attended by the board and senior executives of CIB along with senior AUC administrators.



## BUSINESS FORWARD ANNIVERSARY - THE DNA OF EGYPT'S REAL ECONOMY: A LOOK FORWARD

December 3, in celebration of its first year anniversary, Business Forward held an anniversary event under the theme of The DNA of Egypt's real economy: A look forward. During the event, distinguished experts from academia, government and the business community discussed what needs to be done in order to push the Egyptian economy forward and enable healthy growth.



## ALUMNI REUNION "CALLING ALL STARS"

December 15, marking the reunion of the School of Business Executive Masters of Business Administration, launched in 2013. The event included a welcome note from EMBA and MBA Director Sherwat Ibrahim, a session by Mohab Anis, professor of electronics and communications on Turning Businesses Around, and a wrap up session on Misconceptions Across Developing Markets featuring Ahmed Elleissy, director general and president general of Nestle Tunisia.



## AWARDS

Spring 2019

### EXCELLENCE IN TEACHING AWARD

#### HAKIM MESHREKI

Visiting Assistant Professor,  
Department of Management,  
AUC School of Business



### EXCELLENCE IN ACADEMIC SERVICE AWARD

#### MAHA MOURAD

Associate Professor  
Department of Management,  
AUC School of Business



### EXCELLENCE IN RESEARCH AWARD

#### NIVEEN AHMED

Assistant Professor,  
Department of Management,  
AUC School of Business



### ADJUNCT FACULTY EXCELLENCE IN TEACHING AWARD

#### NEVEEN NOURELDIN

Adjunct Faculty Member,  
Department of Accounting,  
AUC School of Business



### STAFF EXCELLENCE AWARD

#### MOHAMED SABRY

Clerk  
Department of Management,  
AUC School of Business



**OUTSTANDING  
ALUMNI AWARD**

**ABDALLA EL NOCKRASHY**

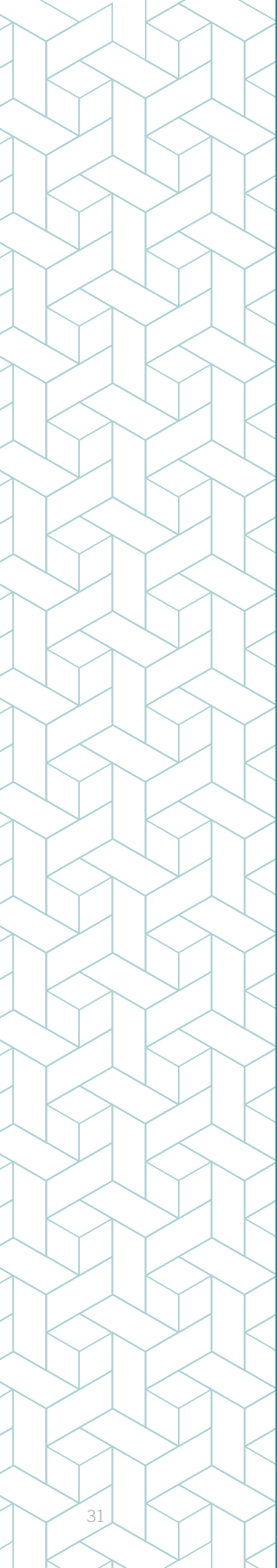
Country Head and Chief Executive Officer,  
Majid Al Futtaim Properties Llc., Egypt  
Fall 2018



**AHMED KOUCHOUK**

Vice Minister of Finance for Fiscal Policies  
and Institutional Reform, Egypt  
Spring 2019

**OUTSTANDING  
ALUMNI AWARD**



# STATISTICS

Gender Distribution



12,432 Undergraduate and Graduate Alumni  
*\* total number excluding double counts*

9,903 Undergraduate Alumni

Accounting 981  
Business Administration 4,284  
Economics 4,568  
Management of Information Systems 70

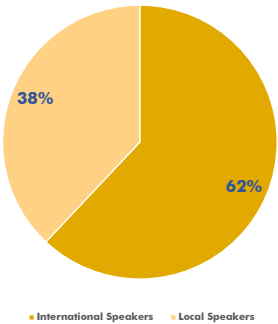
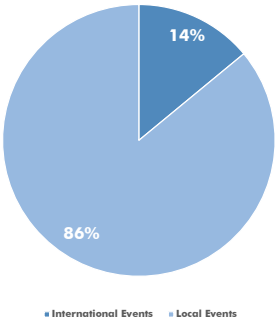
2,529 Graduate Alumni

Economics 463  
Economics in International Development 174  
Executive Master of Business Administration 62  
Finance 39  
Management *\* discontinued* 370  
Master of Business Administration 1,421

Alumni employed in Fortune 500 companies 543

6 Student Competitions

International Events 21  
Local Events 128



79 International Speakers  
48 Local Speakers