



THE AMERICAN
UNIVERSITY IN CAIRO



SCHOOL OF
BUSINESS

BUSINESS AND ENTREPRENEURSHIP

UNDERGRADUATE STUDIES



2020 - 2021



WHY BUSINESS AND ENTREPRENEURSHIP?

A successful economic future for Egypt, the Middle East and the world is highly dependent on a basic understanding of business principles and practices and how they apply to firms in a dynamic environment. Through a degree with real-world industry experience embedded in its curriculum, turning a vision into reality or enhancing existing business practices around the world will become possible.

The Bachelor of Business and Entrepreneurship (BBE) equips students with the skills and knowledge needed to become “business-ready,” including critical thinking, responsible business and adaptability to complex situations. At the same time, students will explore and unleash their creativity, innovativeness and entrepreneurial thinking to prepare them for running a new business venture. Moreover, students will learn the ins and outs of the fundamentals of business, including managing people, operations, marketing, finance, business ethics and more, to fast-track their career progression

A UNIQUE LEARNING EXPERIENCE

The BBE curriculum provides students with a foundation in the liberal arts and sciences while enabling them to develop expertise in business management and practices. This combination empowers students to stand out in the market upon graduation. Major emphasis is placed on the role of business in Egypt and the Middle East, providing our students with relevant and directly applicable learning connections. Inside the classroom, students benefit from applying business knowledge through projects, participating in simulations, writing case studies and working with leading companies. Outside the classroom, students are exposed to real-life, practical experiences by participating in national and international competitions, study tours and conferences, and internships.

CAREERS

This new program is designed with an emphasis on business integration and entrepreneurship to cater to current market needs and graduate professionals with holistic business knowledge and entrepreneurial skills. Students are equipped with the skills necessary to become future leaders of business in the region and beyond. BBE graduates do not just join the workforce; they influence it, shape it and change it for the better. The program teaches them to not only recognize opportunity but to create it, which is a must-have skill set to navigate today's rapidly evolving world. A business and entrepreneurship degree prepares students for business-related careers, which may stretch across any sector or industry. Therefore, career options are boundless, including, but not limited to, administrative and management functions in finance, marketing, operations, human resources and more, in multinational corporations, financial institutions, consulting firms and the banking sector. Additionally, graduates may venture into the area of entrepreneurship and pursue their dreams of starting their own business.



AUC School of Business is 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 triple-crown accreditation from the European Quality Improvement System (EQUIS), the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB).



REQUIREMENTS

The number of students accepted into the BBE program is limited and is filled through the declaration of major process. Students who seek to be admitted into the Bachelor of Business and Entrepreneurship program should apply in their third semester and must have completed no fewer than 27 credit hours of study, including the four courses listed below in item 1.

Based on the available space, a limited number of students who have successfully completed these courses and who meet the declaration requirements as determined by the department will be accepted into the major. The selection of students into the BBE major is competitive and will depend on the calculation of an equally weighted score between the overall GPA and the major GPA.

Required courses to be completed to declare business and entrepreneurship as a major:

- ACCT 201/2001 - Financial Accounting (3 cr.)
- ECON 201/2021 - Introduction to Macroeconomics (3 cr.) or
ECON 202/2011 - Introduction to Microeconomics (3 cr.)
- MACT 210/2222 - Statistics for Business (3 cr.)
- BADM 203/2001 - Introduction to Business (3 cr.)

Calculation of the weighted grade point average:

I. Overall GPA

The overall GPA will be calculated using the following criteria:
A minimum of 27 credit hours must be completed.

All courses that a student has completed will be included in the calculation, excluding, in certain cases, the course with the lowest grade*.

** A student could be eligible to have his/her lowest grade excluded from the calculation of the overall GPA if he/she has completed 30 or more credit hours.*

II. Major GPA

The major GPA will be calculated using the following criteria:
A minimum of 12 credit hours of courses related to the business major must be completed.

All business major courses, including collateral courses, that the student has completed will be included in the calculation, excluding, in certain cases, the course with the lowest grade*.

** A student could be eligible to have his/her lowest grade excluded from calculating the major-related GPA if he/she has completed 15 or more credit hours.*

Bachelor of Business and Entrepreneurship (127 credits)

Core Curriculum (37 credit hours)

The remaining 3 credit hours required to satisfy the Core Curriculum are fulfilled by completing the course BADM 480/4001 - Business Planning and Strategy (3 cr.)

Collateral Requirements (18 credits)

- ACCT 201/2001 - Financial Accounting (3 cr.)
- ACCT 202/2002 - Managerial Accounting (3 cr.)
- ECON 201/2021 - Introduction to Macroeconomics (3 cr.)
- ECON 202/2011 - Introduction to Microeconomics (3 cr.)
- MACT 210/2222 - Statistics for Business (3 cr.)
- RHET 320/3210 - Business Communication (3 cr.)

Business Core Requirements (45 credits)

- BADM 203/2001 - Introduction to Business (3 cr.)
- BADM 301/3002 - International Business (3 cr.)
- BADM 300/3003 - Business Environment and Ethics (3 cr.)
- BADM 480/4001 - Business Planning and Strategy (3 cr.) *
- BADM 000/4999 - Internship and Assessment (0 cr.)
- ENTR 413/4102 - Entrepreneurship and Innovation (3 cr.)
- ENTR 000/4503 - Digital Strategy (3 cr.)
- FINC 303/2101 - Business Finance I (3 cr.)
- MGMT 311/3301 - Business Law (Commercial & Fiscal) (3 cr.)
- MGMT 404/4202 - Managing the Human Capital (3 cr.)
- MKTG 302/2101 - Principles of Marketing (3 cr.)
- MKTG 405/3201 - Marketing Research (3 cr.)
- MOIS 305/2101 - Introduction to Information Systems/
Technology (3 cr.)
- OPMG 310/3201 - Operations for Competitive Advantage (3 cr.)
- OPMG 401/4301 - Supply Chain Management (3 cr.)
- BADM 000/4900 - Graduation Project (3 cr.)

* Business Planning and Strategy is the capstone course for this major.



Track Requirements (15 credits)

Choose one track from the following:

A. Entrepreneurship Track

Choose 15 credits:

- ENTR 417/4301 - Entrepreneurship Lab: Developing and Launching a New Venture (3 cr.)
- ENTR 419/4303 - Social Entrepreneurship (3 cr.)
- ENTR 418/4302 - Corporate Entrepreneurship (3 cr.)
- ENTR 420/4501 - Family Business (3 cr.)
- ENTR 421/4502 - Innovation and Technology (3 cr.)
- ENTR 470/4970 - Special Topics in Entrepreneurship (3 cr.)

B. Corporate Track

Choose 15 credits from the track with a maximum of 6 credits in each area:

- MGMT 470/4970 - Special Topics in Management (3 cr.)*
 - MKTG, FINC, ENTR, MICT electives
- * Different topics can be counted as different electives.

General Electives (12 credits)

- CSCE 106/1001 - Fundamentals of Computing I (3 cr.)
- CSCE 110/1101 - Fundamentals of Computing II (3 cr.)
- CSCE 000/1102 - Fundamentals of Computing II Lab (1 cr.)
- CSCE 342/3421 - Fundamentals of Computing and Communication Systems (3 cr.)
- CSCE 346/3422 - Introduction to Information Security (3 cr.)

CO-OP (3 credits)

Students majoring within the School of Business who meet other relevant criteria are eligible to apply for the optional BUSC 000/4000 - Experiential Learning: CO-OP (3 cr.) as part of their general electives. Selection is highly competitive, subject to limited capacity and based on criteria set by the School of Business. Students enrolled in BUSC 4000 are not permitted to concurrently enroll in any other course.

STATISTICS

12,432



Alumni of AUC School of Business
Undergraduate and Graduate Programs
*total number excluding double counts

Alumni of AUC School of Business
Undergraduate Programs

9,903

accounting **981**

business administration **4,284**

management of information and communication technology **70**

economics **4,568**

Alumni of AUC School of Business
Graduate Programs

2,529

MA in economics **463**

MSc in management **370**
*discontinued

EMBA **62** MBA **1,421**

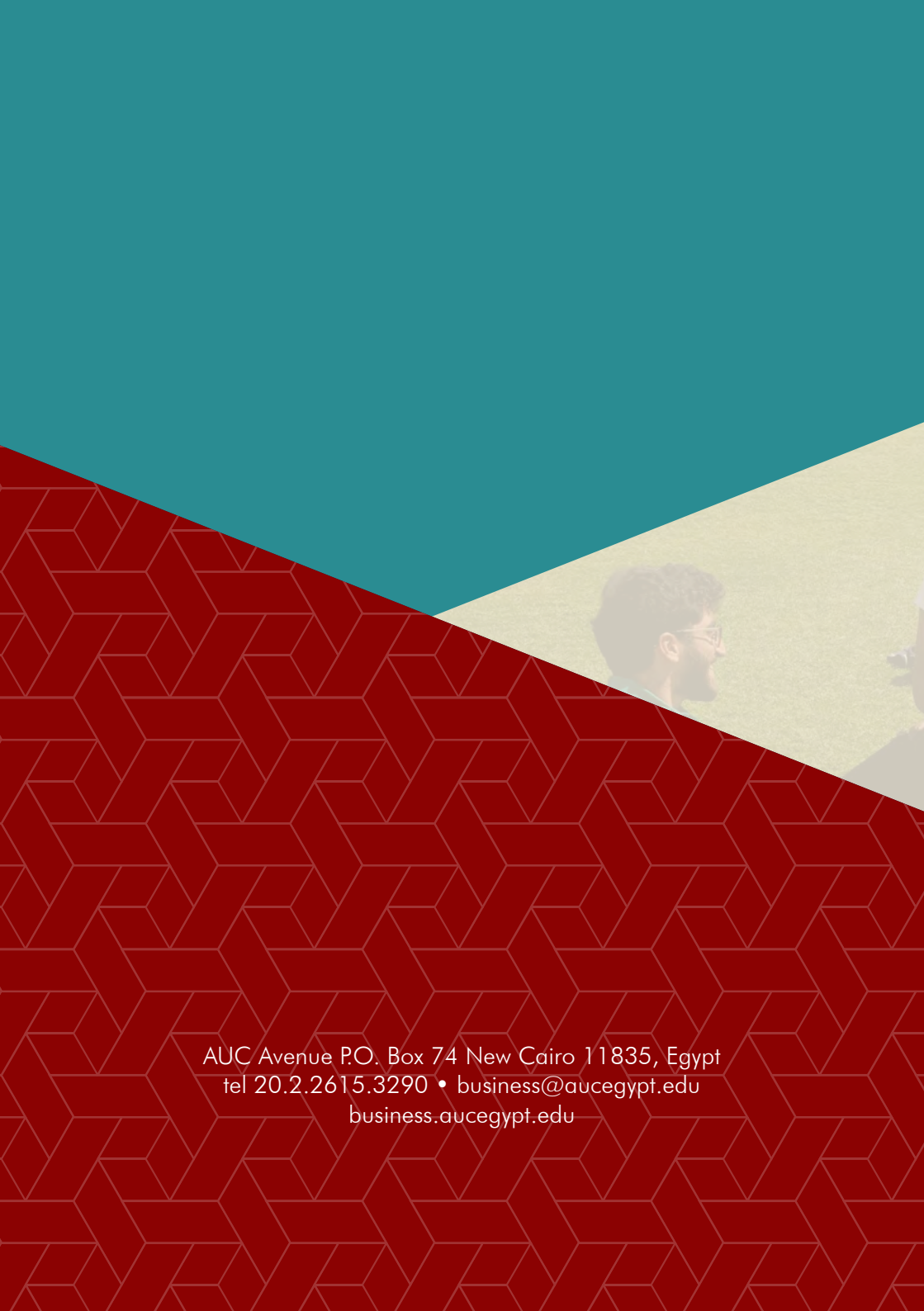
MSc in finance **39** MA in economics in international development **174**

543

Alumni Employed in
Fortune 500 Companies



*Data as of census date November 2019



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