

Doing Business in the Middle East Program Cairo – Egypt



Welcome to AUC

The American University in Cairo “Driven by Excellence”

Founded in 1919, AUC is the region’s leading English-language University and the center of the intellectual, social and cultural life of the Arab world. With a diverse network of 170 academic partners and a community of students and faculty members representing more than 60 countries, AUC is a crossroads for the world’s cultures and a vibrant forum for reasoned argument, spirited debate and understanding across cultures.

AUC New Cairo Campus

Designed to accommodate 6,500 full-time students and 450 faculty members, AUC’s 260-acre campus is technologically advanced and environmentally sensitive. Offering state-of-the-art resources to students and faculty members from around the world, the campus weaves Egyptian urban and architectural traditions into a modern campus and is designed to be accessible to people with disabilities. The Campus has won over 13 architectural awards from prestigious entities as it is technologically advanced and environmentally sensitive.

AUC Tahrir Square Campus:

A Historic Landmark and Iconic Palace. The historic palace houses the Oriental Hall and the Ewart Memorial Hall. Ewart has a long history of distinguished guests including Om Kolthoum, who performed there in 1937, prominent Egyptian intellectual Taha Hussein and top dignitaries, ambassadors, and intellectuals from around the world. Today, Ewart and Oriental halls continue to serve as the prime downtown destination for a range of conferences, lectures, seminars and public events held by the University.



Africa's Number 1 Business School

Boasting an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world, AUC School of Business is dedicated to transforming the young eager minds of today into the responsible change agents of tomorrow, all while developing relevance and leadership in an evolving ecosystem.

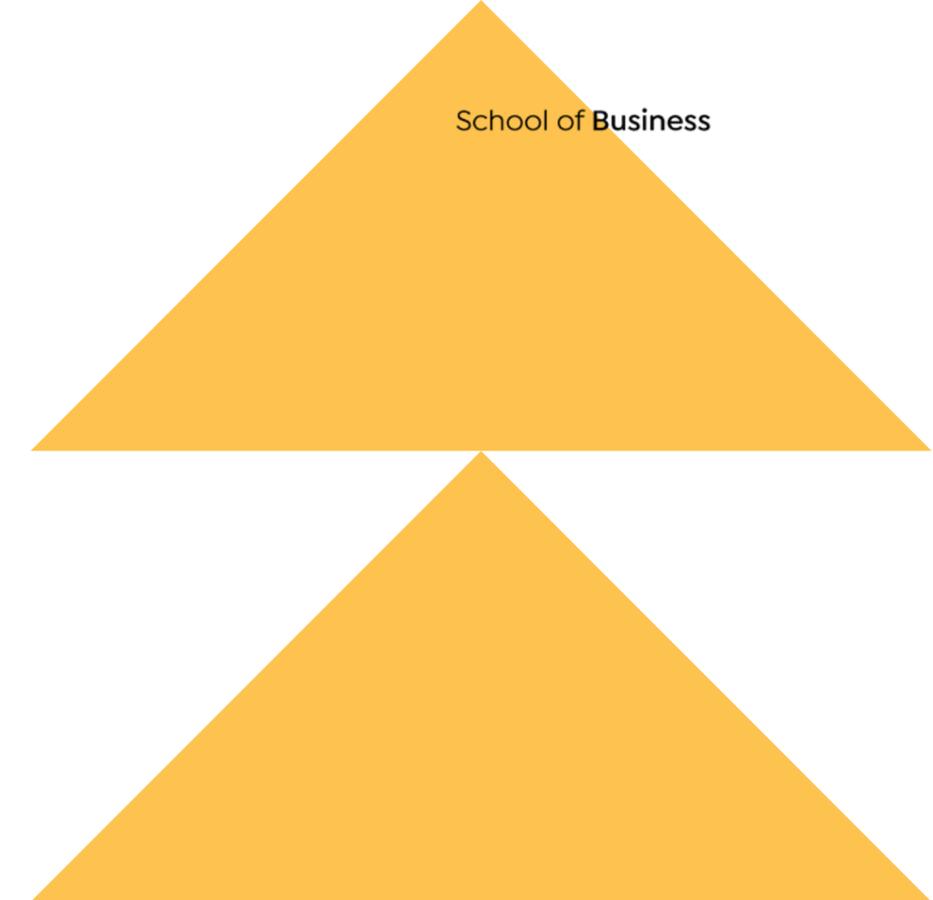
Situated within the top private university in Egypt and enjoying a leadership position for seven decades, the School offers a wide range of programs that extend beyond the classroom to provide a holistic and engaging learning experience.

Undergraduate programs focus on merging a liberal arts foundation with a deep understanding of business, economics and accounting, ensuring students' full interaction and constant engagement. The graduate and executive education programs on offer are similarly world class and provide hands-on, practical and integrated perspectives in dynamic fields of study to aspiring professionals.

Alongside its academic and professional programs, the School has six research and impact centers, a startup incubator and a business knowledge portal that collectively enrich knowledge in the School's focus areas of entrepreneurship, family business, responsible business and economic development.



Education Mastered



What We Stand For

The School of Business' vision, mission and core values are reflected in everything we do. We look to lead and inspire both regionally and globally.

Our students and alumni are key to this aspiration as they enter the workplace in a diverse selection of business and governmental sectors.

We are united by the ethos of "One School," with all members of our community, from students to faculty, coming together in pursuit of our vision and mission.

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



The School of Business seeks to develop entrepreneurial and responsible global leaders and professionals to impact society.



Excellence

Striving for distinction through creativity, continuous improvement, and intellectual contribution in whatever we do and offer.

Integrity

Committing to act principally, ethically, and honestly both personally and professionally as the fundamental foundation of mutual trust and respect that is essential for society.

Inclusion

Enabling an inviting culture that welcomes with dignity and fairness diverse backgrounds, perspectives, experiences, and viewpoints of all stakeholders of the society and supports an environment that encourages the expression of ideas and deliberation of thoughts.

Resourcefulness

Pledging to be genuine, innovative, entrepreneurial, and focused on transformational change based on making informed decisions in the pursuit of value creation.

Belonging

Sharing a tangible sense of pride and commitment to a common purpose.

Collaboration

Understanding the importance of teamwork and the recognition that diverse, interdisciplinary teams in teaching, research, service and operations spawn greater efficiency and more effective impact.



Global Recognition Speaks Louder Than Words

Triple-Crown Accreditation

Among 1% of business schools worldwide



EFMD's Business School Impact System (BSIS)



The School received its label in 2020 - Renewed in 2023

Rankings



Fourth: MBA in the Middle East and Africa Region 2023
101 - 110: QS Top Global MBA Ranking 2023
111 - 120: QS Top Global EMBA Ranking 2022
131 - 140: Master of Finance World Ranking 2023



FINANCIAL TIMES

62nd Place Business school worldwide in open-enrollment executive education programs (2023)



Five Palmes League of Excellence: Ranking of 100 universal business schools with a strong global influence

- First:** School of Business in Africa 2022
- First:** MBA Program – Elective in Operations Management in Africa 2022
- First:** Master of Arts in Economics in Africa 2022
- Second:** Executive MBA program in Africa 2022
- Second:** MBA program in Africa 2022
- Second:** Master of Science in Finance in Africa 2022

Doing Business in the Middle East



Doing Business in the Middle East (DBiME) is a comprehensive weeklong program that exposes participants to both business and academic perspectives of current issues in the region. This program is offered to undergraduate and graduate business school students from different parts of the world who seek firsthand experience in this growing, diversified and promising region. DBiME provides an overall overview of the economic, financial and business ecosystems in the region that is blended with cultural perspectives and regulatory frameworks.

Program Content

Economic Growth and Development in MENA

Financial Markets, Investment Banking, and Islamic Finance

Business Strategies for the Region

Entrepreneurship and Family Business in the Middle East

Market Research and Branding

Labor Markets and Human Capital

Logistics and Supply Chain Management and Globalization



Venues:

The School of Business provides a comfortable, positive and efficient environment, conducive to an interactive mode of learning. The program is offered at AUC New Cairo campus and AUC Tahrir Square Campus. Visits to different institutions will be conducted in accordance to topics discussed during the program.

Cultural visits are provided in the program.



Stellenbosch Business School MBA students - Fall 2017



The Lauder Institute, Wharton School of the University of Pennsylvania MBA students Summer 2019



Antwerp Management School EMBA Students Spring 2022



Antwerp Management School EMBA students, Spring 2023



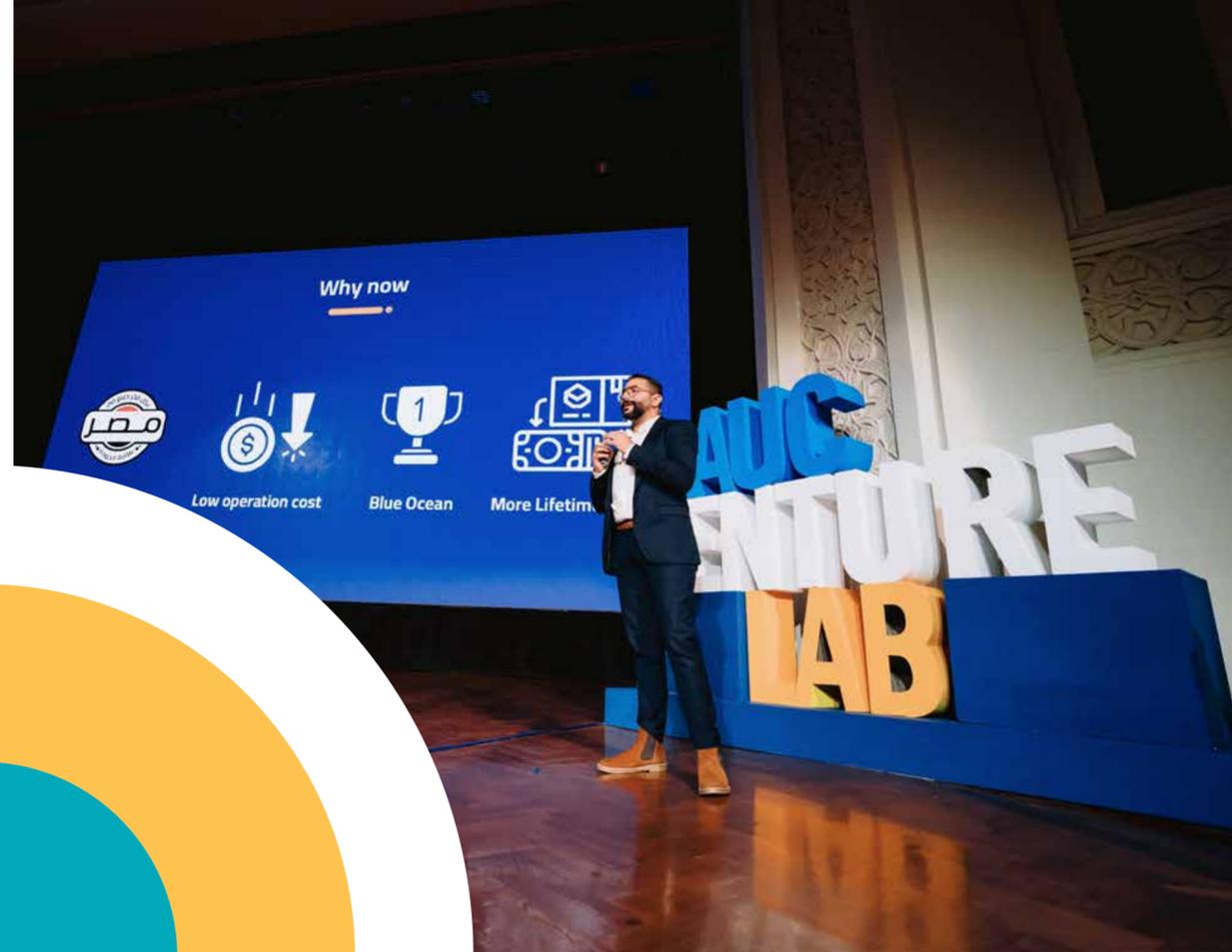
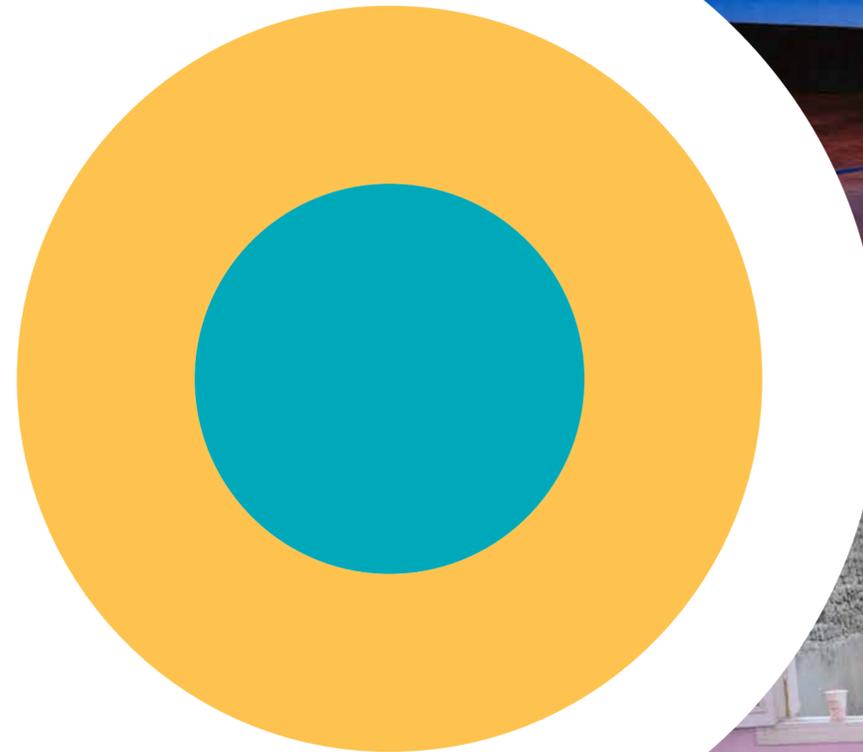
Princeton School of Public and International Affairs undergraduate students, Doing Business in the Middle East Program, Winter 2023



A glimpse of DBiME Visits

The John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business

Gerhart Center is the regional incubator for knowledge, responsible business practices, civic leadership and capacity building that aims to promote effective social responsibility and to strengthen the culture of social responsibility through philanthropy, as well as effective civic and business engagement in the region.



El-Khazindar Business Research and Case Center

El-Khazindar Business Research and Case Center provides world-class case studies and other educational services offering students outstanding participant-centered learning tools.

KCC's services are dedicated to developing top caliber students, connecting businesses and students in the region, and ultimately contributing to the betterment of the society through academic research and practical applications.

AUC Venture Lab (V-Lab)

AUC Venture Lab is Egypt's first university-based incubator and accelerator. The lab enables startups to capitalize on AUC's intellectual capital, world-class facilities and research capacities. It connects innovative startups with AUC's network (alumni, faculty, mentors and investors). Through this, it fosters a thriving ecosystem of innovation, education and responsible business. AUC Venture Lab targets startups that are high-growth and innovation-driven.

Travel and Accommodation

- AUC's Travel and Business Support Office can arrange flights, accommodation as well as additional tours in Egypt.
- AUC bus service is available to participants. For more information on routes and fees, visit:
www.aucegypt.edu/services/bus
www.aucegypt.edu/services/travel

- On-campus accommodation can be provided subject to availability.

For more information please contact the Office of Internationalization and Partnerships - AUC School of Business: int.office@aucegypt.edu



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