Transformation
For Impact

While excellence and determination pave the path for success, it is vision, drive and innovation that chart a clear direction toward a better tomorrow. At the School of Business of The American University in Cairo (AUC), we pride ourselves on developing entrepreneurial visionaries, business innovators and responsible global leaders who are capable of helping to shape the future.

Joining the School will equip you with the knowledge and confidence required to prosper in the global employment market or enable an already-established career to reach new heights and develop skills that are transferable across a wide range of disciplines and employment sectors to maximize your opportunities for progress.

We are committed to academic excellence through diversity and internationalization in teaching, research and extracurricular activities, equipping our students with a deep understanding of global market perceptions and an appreciation of different cultures.

Founded in 1919 by Americans devoted to education and community service in the Middle East, AUC is the region’s premier English-language university and an essential contributor to the social, political and cultural life of the Arab world. It serves as a crossroads for the world’s cultures and a vibrant forum for reasoned argument, spirited debate and mutual understanding. AUC’s academic programs are rooted in a liberal arts education that encourages students to think critically and find creative solutions to the conflicts and challenges facing both the region and the world.

You, too, can shape the world. Join us on a journey to the heart of business.

“The AUC School of Business gives you a great exposure that you can always relate to once you interact with real life, it definitely gives you a headstart.”

- Tarek El Nazer ’06 | BA Accounting, CEO and Co-founder of TBS Holding

School Highlights

ONE LEADING BUSINESS SCHOOL

12,343 School Alumni
60 Full-Time Faculty
920 Undergraduate Students Enrolled
96 Graduate Students Enrolled
153 Administrative Staff

*Data as of census date November 2021
At the AUC School of Business, we have been at the forefront of conversations on the future of business and management education long before disruption became the standard.

With this in mind, we have been reimagining our program offerings and updating our talent pool to help develop agility, flexibility and adaptability among our students, learners, faculty and curricula.

The school offers six undergraduate programs:
- Bachelor of Arts in Economics
- Bachelor of Accounting
- Bachelor of Business in Finance
- Bachelor of Business in Marketing
- Bachelor of Business and Entrepreneurship
- Bachelor of Business Administration in Management of Information and Communication Technology

The first Co-Operative Education program in the region

And seven graduate programs:
- Master of Business Administration (MBA)
- Master of Arts in Economics
- Master of Arts in Economics in International Development
- Master of Science in Finance
- Executive Master of Business Administration (EMBA)
- CEMS Master in International Management (CEMS MIM)
- Graduate Diploma in Economics in International Development

A wide array of Executive Education programs

If you are looking to further your professional development, our Executive Education programs offer curricula that are customized to the needs of executives at all levels. With some of the most comprehensive, diversified and globally recognized professional development and executive education programs worldwide, we empower executives with the knowledge, relationships and leadership tools necessary to drive results at the highest levels of global management.
Our Vision, Mission and Core Values

The School of Business's 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.

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

**Mission**
The School of Business seeks to develop entrepreneurial and responsible global leaders and professionals.

**Core Values**

- **Belonging and Community**
  We have a sense of pride in one School, stemming from a common, all-encompassing purpose.

- **Ambition**
  We stretch horizons by charting new and untapped opportunities.

- **Integrity and Good Citizenship**
  We encourage ethical behavior and a sense of responsibility to give back to the community.

- **Excellence**
  We aim for continuous advancement, improvement and intellectual growth.
Standing Out From the Crowd

The AUC School of Business Difference

Worldwide Recognition
The AUC School of Business has received accolades and acknowledgment from a host of prestigious ranking organizations and entities from across the globe, including the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA), the European Foundation for Management Development (EFMD), the Financial Times, Eduniversal and the QS World University Rankings.

Africa’s Number 1
Eduniversal has ranked AUC School of Business as Africa’s Number One business school since 2017, with further African first place rankings for its Master of Arts in economics, and Master of Business Administration — elective in operations management — which received the Best Masters Ranking in 2022. The School also received the Five Palmes of Excellence from Eduniversal for the tenth year in a row in 2022.

A Global Crossroads
The AUC School of Business is uniquely positioned to influence the region’s academic and professional development while also being situated on the doorsteps of Europe and Asia.

International Outreach
Study at the AUC School of Business guarantees exposure to the worldwide business community. Learn from our faculty of globally renowned business experts, experience business practices in other countries via internships and work placements and benefit from the opportunity to study abroad at one of over 200 partner institutions.
Global Recognition Speaks Louder Than Words

Triple-Crown Accreditation

The School of Business is proud to have achieved accreditation by the AACSB, AMBA and EFMD Quality Improvement System (EQUIS). This recognition of educational excellence is held by only 100 business schools worldwide and places the School among the top 1% globally. We are the only business School in the Middle East to have achieved the ‘Triple Crown’ and one of only three in Africa to have done so.

Internationally Recognized Programs

Our Bachelor of Accounting program has received accreditation from the Institute of Management Accountants (IMA) and the Association of Certified Chartered Accountants (ACCA).

The Chartered Financial Analyst Institute (CFA) has included the School’s MSc in finance within its recognition program. The School’s Executive Education program is ranked 67 worldwide by the Financial Times’ 2020 rankings of open-enrollment programs.

Our CEMS MIM program was ranked 16th globally by the QS Masters in Management Rankings 2020, 13th by the Financial Times Ranking 2019 and 8th by The Economist Ranking 2019.

European Foundation for Management Development’s Business School Impact System (BSIS)

In 2020, the AUC School of Business successfully completed the BSIS assessment process, which showcases the School’s impact through seven organizational, functional and geographical dimensions.

We are the first School in Egypt to receive national accreditation by Egypt’s National Authority for Quality Assurance and Accreditation of Education (NAQAAE).
Rankings

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

**First:** School of Business in Africa 2022 - 2023

**Second:** MBA program in Africa 2022 - 2023

**First:** MBA Program – Elective in Operations Management in Africa 2022 - 2023

**First:** Master of Arts in Economics in Africa 2022 - 2023

**Second:** MBA program in Africa 2022 - 2023

**Second:** Master of Science in Finance in Africa 2022 - 2023

**First:** Master of Science in Economics in Africa 2022 - 2023

8th: Masters in Management CEMS MiM (2019)

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

Memberships

**Baison**

CEMS Global Alliance in Management Education

**GMAC**

Graduate Management Admission Council (GMAC)

The International University Consortium for Executive Education (UNICON)

**PRME**

Principles for Responsible Management Education (PRME)

**FFI**

Family Firm Institute (FFI)

**AABS**

Association of African Business Schools (AABS)

BoP Global Network

Global Business School Network (GBSN)

**AACSB**

The Association to Advance Collegiate Schools of Business (AACSB)

European Foundation for Management Development (EFMD)

**WINGS**

Worldwide Initiatives for Grantmaker Support (WINGS)

Association of MBAs (AMBA)

International Society for Third-Sector Research (ISTR)

Arab Foundations Forum (AFF)

**AFF**

African Academic Association on Entrepreneurship (AAAE)
## School of Business Partners

### Africa
- **South Africa**
  - Stellenbosch University
  - University of Cape Town (Graduate School of Business)

### Asia
- **China**
  - China Europe International Business School
  - Tongji University (School of Economics and Management)
  - Tsinghua University
  - University of International Business and Economics
- **Hong Kong**
  - Hong Kong University for Science and Technology
  - Hong Kong Baptist University
- **Japan**
  - Nagoya University of Commerce and Business

### Europe
- **Belgium**
  - University of Antwerp
- **Denmark**
  - Aarhus University
- **France**
  - EDHEC Business School
  - Emlyon Business School
  - Groupe Kedge Business School
  - ISEG School of Management
- **Germany**
  - Frankfurt School of Finance and Management GmbH
  - Technical University of Munich
- **Italy**
  - Bocconi University (Universita Commerciale "Luigi Bocconi")
- **Poland**
  - Kozminski University
  - Warsaw School of Economics
- **Portugal**
  - Nova School of Business and Economics
- **UK**
  - Heriot Watt University, Edinburgh Business School
  - King's College
  - University of Edinburgh

### MENA
- **Lebanon**
  - American University of Beirut
- **Tunisia**
  - Mediterranean School of Business
- **UAE**
  - Ajman University
  - Gulf Medical University

### NORTH AMERICA
- **USA**
  - Kellogg School of Management
  - George Washington University School of Business
  - University of Illinois
  - University of Central Florida
  - University of South Carolina
Statistics

Gender Distribution

56% 44%

Number of Alumni

<table>
<thead>
<tr>
<th>Region</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENA</td>
<td>692</td>
</tr>
<tr>
<td>Europe</td>
<td>244</td>
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<tr>
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<tr>
<td>Australia</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>1401</td>
</tr>
</tbody>
</table>

Alumni employed in Fortune 500 companies

343

Undergraduate and Graduate Alumni

12,343

* total number excluding double counts

Undergraduate Alumni

Accounting 1,122
Business Administration 4,625
Economics 4,713
Management of Information Systems 116

Graduate Alumni

Economics 473
Economics in International Development 182
Executive Master of Business Administration 62
Finance 68
Management 368 * discontinued
Master of Business Administration 1,447
CEMS 15

*Data as of census date November 2021
Our Themes

Entrepreneurship

Entrepreneurship is woven into our very fabric, and this is translated not only within our program content and the contributions of our centers but also in the spirit, drive and invention of our students.

Responsible Business

We aspire to develop leaders for a sustainable future in which ethical conduct, sustainable development and diversity are set to become ever more vital constituents of the role of business in driving positive social change.

Economic Development

Our unique location and wealth of knowledge enable the School of Business to make a genuine contribution to the growth of our region’s economy. We believe that economic development and robust financial markets are the keys to a strong economy and effective governance. We promote and focus upon family business, given its significant contribution of more than 40 percent of the regional GDP. The School also aims to address the twin challenges of youth unemployment and poverty in the region, given the enormity of their impact on society and the economy.
A Journey to the Heart of Business

Undergraduate Programs

The perfect headstart to your career

Our undergraduate programs aren’t all about endless hours in the classroom. We believe in learning by experience and through hands-on exposure to the day-to-day issues that you will face when you enter the world of work. Whatever your chosen subject, all of our undergraduate programs take you beyond the lecture halls and into direct involvement with the business world.

You will have the opportunity to enter competitions, pitting your wits against students from other business schools around the world to learn the value of teamwork and gain first-hand experience of the skills and disciplines necessary for success in the world of business. There are opportunities for corporate engagement via work placements and internships with global corporations, case studies and corporate visits to see how business really works and simulations to bring classroom learning to life and enable the effect of strategic decisions to be witnessed. You will be taught by industry leaders, benefiting from their vast knowledge and unrivaled expertise, while the networking opportunities resulting from our global reach and extensive portfolio of partnerships with businesses and business schools across the globe will prove invaluable when you embark upon your career journey.

Study trips will give you the opportunity to experience different cultures, environments and approaches to business in global cities such as Athens, Cape Town and New York. These trips are a key element of the School’s international approach, which we believe offers a crucial advantage in the search for employment in an increasingly global and competitive marketplace.

“Thanks to my degree, I am automatically perceived as a professional and a good candidate by employers and clients.”

- Mariam Moussa ’12 | Founder and Managing Director of PROCIJ, a Coaching Firm
Economics offers a uniquely diverse selection of employment opportunities in the private and public sectors. As an undergraduate student, you will gain a regional and global perspective on economic theory and its application to market economics, government policy, international trade and financial institutions. The program places emphasis on practical and community-based learning, with an internship element to provide vital workplace experience and truly enable economic theory to be witnessed in action.

Bachelor of Arts in Economics

Accounting is a fundamental foundation of business practice, informing effective decision-making while providing the basis for ethical and transparent financial conduct. Our undergraduate accounting program teaches the essential technical aspects of accounting, taxation and auditing, backed up with our trademark hands-on experience, including cases, competitions and field visits alongside projects focusing on corporations, auditing firms and other business entities. You will complete the undergraduate accounting program ideally equipped for employment in multinational companies, financial institutions, the "big four" auditing firms, banks and consultancies or onward post-graduate study and professional qualification.

Bachelor of Accounting

Finance is the bedrock of the global economy. Banking, leverage or debt, credit, capital markets and investments are primary considerations for businesses of all shapes and sizes and are key to business continuity and profitability, especially during critical economic circumstances like those experienced worldwide during 2020.

Our undergraduate finance programs give you the in-depth financial knowledge you need to forge a successful career, blending stimulating classroom content with practical experience from professional internships, case studies and competition entries and opening up a diverse range of employment options in areas such as financial planning, investment services, brokerage, budget analysis, credit and financial advice.

Bachelor of Business in Finance

Our Bachelor of Business in marketing program examines consumer insights, the ability to influence purchases, data interpretation, human interaction and the business-consumer relationship, equipping you with the skills to make the smart marketing decisions that can be the difference between success and failure.

You will learn in a multidisciplinary environment, focusing on key areas such as psychology, information systems and data analytics and exploring the factors that influence marketing's role in shaping relevant decisions. Upon graduation, your marketing skills and knowledge will be a hugely attractive proposition for employers across a diverse range of industries and sectors, including business intelligence, analytics, management, marketing communications, advertising and public relations.

Bachelor of Business in Marketing

A Journey to the Heart of Business | Undergraduate Programs
The role of entrepreneurship in the future success of the Egyptian, MENA and world economies cannot be underestimated and is recognized by the School, having been selected as one of its themes. Our Bachelor of Business and Entrepreneurship undergraduate program will stimulate every ounce of your creativity, innovation and entrepreneurial thinking and equip you with all the tools needed to make your business idea a successful reality.

You will graduate with the skills and confidence to recognize and create the opportunities that define a successful business, along with the entrepreneurial skills to establish your own enterprise and start your own business journey or pursue a vast range of potential careers.

Bachelor of Business Administration in Management of Information and Communication Technology

The school’s MICT program is offered in partnership with the School of Sciences and Engineering and focuses on the ICT-related challenges and real-world issues faced by businesses both at the day-to-day and strategic levels. You will learn how to confidently select and manage business-appropriate computing technologies and analyze, design and manage ICT infrastructure. Upon graduation, you will be among the front-runners when looking to establish a career in a diverse range of employment areas, including data analysis, web and systems development and administration, software engineering, project management, ICT security, sales and technical consultancy.

The Co-Operative Education Program

The first of its kind in the region, our Co-Operative Education (Co-Op) program is an elective three-credit course offering students workplace exposure for at least six months with a diverse selection of employers from startups to multinationals. You will be fully immersed in the workplace experience, from submitting your application, through the interview process and finally being matched with one of a range of renowned national and international businesses, where you will literally “learn on the job.” Mentored throughout by an AUC faculty member, you will complete this unique and inspiring program with a comprehensive knowledge of the technical applications of your chosen field of study along with in-depth experience of all aspects of the life of a working professional.

https://www.aucegypt.edu/news/co-op-program-leap-experiential-learning-school-business

Qalaa Financial Services Lab

Founded in 2006, the Qalaa Financial Services Lab is the first of its kind in the Middle East. The Lab offers students and practitioners hands-on financial services and real-time financial data and replicates a real-life trading room environment to support the teaching of key financial concepts, including securities trading, risk management and asset allocation.

business.aucegypt.edu/research/centers/financial-lab
A Journey to the Heart of Business

Graduate Programs
The next step on the road to a stellar career in business

While an undergraduate qualification from the AUC School of Business offers the perfect career foundation or basis for further study, our graduate programs take you deeper, broadening your horizons, enhancing your skills and knowledge and putting you a step ahead of the competition in the global employment market.

A graduate degree from the AUC School of Business gives you the opportunity to lead the way, driving progress and development in your chosen employment sector while also offering the perfect foundation if you’re looking to pursue further post-graduate degrees and other professional studies elsewhere.

Study-abroad opportunities at over 200 global partner universities combine with work placements at multinationals to help you gain a true international perspective and exposure to different cultures and their varying approaches to business practice. We also offer prestigious programs that are not widely available in other business schools through strong partnerships with institutions such as CEMS.

“I cannot differentiate between the value added to my career and to my personality by the AUC School of Business MBA program; it’s a whole life-changing experience. It helps you to make a paradigm shift to your life and way of thinking altogether.”

– Hany Soliman ’19 | Executive President, Engineering Group for Innovation

School of Business Brochure | 2021

School of Business
The MBA is internationally recognized as the hallmark of business management ability. The AUC School of Business MBA program provides the knowledge, understanding, analytical skills and technical competencies required to drive a successful and rewarding career in professional management and inspire the global business leaders of the future.

The curriculum follows international guidelines and standards while turning the spotlight on local and regional business. Our MBA program helps you develop the necessary managerial skills to address the challenges and seize the opportunities of today's ever-changing local, regional and global business environment.

The AUC School of Business is privileged to be the first CEMS member institution in Africa and the Arab region. Launched in 2019, our CEMS Master in International Management program is unique: you will study for a semester at AUC, a semester at one of over 30 CEMS partner universities and complete an internship at an international business or organization for a further semester, perfectly encapsulating the School’s emphasis on a practical, hands-on learning experience and its international approach. Of CEMS alumni, 97% are employed or continuing their studies, 48% are working or have worked outside of their home country and 82% have worked abroad for five years, on average, in 2-3 different countries.

Our EMBA program is designed for experienced executives: it focuses on innovation, entrepreneurship and leadership and developing the required skills to respond effectively to the complex issues that confront every business.

Study-abroad opportunities at the Kellogg School of Management in the United States and Hong Kong University of Science and Technology (HKUST) in China bring an international perspective, which, along with our faculty’s global expertise, provides a transformative learning experience that will change the way you think about yourself and your business.

You will gain a new understanding of strategic thinking and planning in an increasingly global marketplace and learn to foster innovation and deploy new technologies to increase impact while networking and sharing experiences with your peers during team-based business challenges and simulations.
A career in international development allows you to truly play a part in the advancement of nations and their citizens' quality of life. This program is ideal if you're looking to acquire an in-depth understanding and knowledge of this subject area, particularly if you have aspirations for a career at development-related institutions or technical positions in government departments directly concerned with development planning and evaluation.

**Master of Arts in Economics**

Our Master of Arts in economics will equip you with the strong theoretical grounding and solid qualitative and critical thinking skills required for success, whether you're looking to establish a career or considering continued education. A diverse curriculum and teaching by world-renowned experts put you in a prime position for prestigious roles in international businesses and government departments: graduates of our economics master's program have gone on to work at the UN and other international development institutions.

**Master of Arts in Economics in International Development**

A career in international development allows you to truly play a part in the advancement of nations and their citizens' quality of life. This program is ideal if you're looking to acquire an in-depth understanding and knowledge of this subject area, particularly if you have aspirations for a career at development-related institutions or technical positions in government departments directly concerned with development planning and evaluation.

**Master of Science in Finance**

If you're looking to pursue a career in the financial sector, our Master of Science in finance program provides all the knowledge you need on Egypt's banking and financial services industry. Concentrations on corporate finance, investments and FinTech enable you to focus on specific areas of interest depending on your preferred career path, whether this be corporate financial management, treasury, financial research, asset management, investment banking or private equity.

The School of Business Master of Science in finance is a CFA Institute University recognized program, the first in Egypt to receive this accreditation, which provides students with a solid grounding in the Candidate Body of Knowledge (CBOK) and ensures that they are well placed for success when taking the CFA exams.
Stay Relevant. Stay Ahead

Executive Education

Reconfiguring and adapting to an ever-changing business landscape

The world of business is undergoing a process of constant change and evolution. And of course, well-established, private or public sector organizations and their executives must evolve too, embracing new management development initiatives to ensure maximum effectiveness and impact in an increasingly competitive and global business environment.

The School of Business Executive Education (ExecEd) program has been supporting the development needs of global corporations, government policymakers and professionals since 1966. Globally recognized, its enviable reputation is backed by recognition from the Financial Times. Included in its list of top 75 open-enrollment executive education programs since 2013, our ExecEd program was ranked 67th worldwide in 2020. The program is the only one in the Arab region — and one of only three in Africa — to receive this accolade.

Upon graduation from our Executive Education program, you will be equipped with the strategic thought processes and skills necessary to successfully grow your career or business in the dynamic global marketplace. Empowered with the knowledge, relationships and leadership tools necessary to drive results at the highest levels of global management, you will be perfectly positioned for progress and success both at an individual and an organizational level.

“\textbf{It always feels good to be part of something bigger. For me, AUC is a second home and I am forever grateful to have crossed paths with this institution.}”

— Maureen Guirguis ’19 | Associate, Transfer Pricing Department at Deloitte Egypt

business.aucegypt.edu/execed
Building on the knowledge you will gain in business proficiency, our business acumen courses encompass the competencies that have become essential at all professional levels with the advent of the digital age. Recognizing this, the School of Business offers our ExecEd program participants, AUC graduate students and ExecEd and AUC alumni a range of online self-study courses to boost your business acumen, embracing design thinking, crisis management, personal branding and organizational change. Each course captures the innovative and inspiring School of Business learning experience in an engaging digital format, ensuring that you will be equipped with all the necessary skills to give you the edge, taking your career or business venture to the next level.

“I have definitely learned a lot at AUC, both educationally and socially. I’ve gained a lot of life experiences. My time at AUC has definitely affected me and helped build my personality.”

– Dina Meshref '17 | Professional Athlete
Our research centers and outreach initiatives are the perfect illustration of our commitment to community within the School, in Egypt and in the wider region.

They support our students and faculty through research and in-depth knowledge of the local and regional business community and offer real, hands-on experience in the fields of entrepreneurship, development and policy. But this is only half of the story. Through our centers and outreach programs, the School of Business gives back to Egypt’s society, offering our facilities, knowledge and resources and playing a key role in the success of local startups and small businesses while also advocating and supporting diversity and improved gender equality.
One of the leading providers of knowledge and resources to strengthen philanthropic and civic practice in the Arab region, the Gerhart Center promotes social change in the Arab region through building a culture of effective giving, corporate social responsibility and civic responsibility. In addition to disseminating research and policy papers, the center strives to build capacity for leadership among Arab youth and enhance their ability to become more civically engaged and positively impact society through social entrepreneurship, mentorship and creativity.

https://business.aucegypt.edu/research/centers/gerhart

Our Centers

Driving Progress Through Research and Community Outreach

Access to Knowledge for Development (A2K4D)
A2K4D is a regional multidisciplinary research hub looking at crosscutting emerging issues as they relate to the intersection of knowledge, openness, digital economies and technologies, data and development.

https://business.aucegypt.edu/research/centers/a2k4d

Center for Entrepreneurship and Innovation (CEI)
CEI promotes the entrepreneurial mindset by focusing on training, awareness-raising, research and policy advocacy while celebrating individual success stories to enhance the positive impact of entrepreneurship on the national and regional economy.

https://business.aucegypt.edu/research/centers/cei

El-Khazindar Business Research and Case Center (KCC)
KCC offers enriching educational services for students by promoting a participant-centered learning experience through the development of world-class case studies and publications, knowledge dissemination and teaching enhancement. KCC partners with major players in the regional and global business community, including P&G, Aramex and Emerald Publishing, with the ultimate aim of contributing to the betterment of society through academic research and practical applications.

https://business.aucegypt.edu/research/centers/kcc

John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business
One of the leading providers of knowledge and resources to strengthen philanthropic and civic practice in the Arab region, the Gerhart Center promotes social change in the Arab region through building a culture of effective giving, corporate social responsibility and civic responsibility. In addition to disseminating research and policy papers, the center strives to build capacity for leadership among Arab youth and enhance their ability to become more civically engaged and positively impact society through social entrepreneurship, mentorship and creativity.

https://business.aucegypt.edu/research/centers/gerhart

“In my opinion, AUC’s strongest asset is its ability to maintain a strong positioning in the market throughout the last century.”

- Maureen Guirguis | Associate, Transfer Pricing Department at Deloitte Egypt

School of Business Brochure | 2021
Our Centers

J-PAL Middle East and North Africa (J-PAL MENA)

Hosted at the School of Business, J-PAL MENA represents a collaboration between the Abdul Latif Jameel Poverty Action Lab (J-PAL), AUC, MIT and Community Jameel. Producing pioneering research aimed at reducing poverty, the lab seeks to improve lives through evidence-informed policymaking.

https://business.aucegypt.edu/research/centers/jpalmena
Outreach

AUC Venture Lab Highlights

Creating Success Stories

The AUC V-Lab is Egypt’s first university-based startup accelerator program and a leading accelerator in Africa and the MENA region. Empowering promising startups since 2013, the AUC V-Lab supports innovation-driven and passionate entrepreneurs looking to turn their solutions and technologies into viable businesses. Aspiring entrepreneurs gain access to acceleration services, AUC’s world-class facilities and knowledge base, and connections with the School’s network of students, alumni, mentors and investors.
https://business.aucegypt.edu/centers/vlab

Offerings

Impact/Figures

- **3+ billion EGP** Investments
- **2,000+** Mentoring and Training Hours
- **8,500+** Jobs Created
- **835 million EGP** Revenues
- **250+** Graduate Startups
- **15** Acceleration Cycles

- **Intensive Business Training**
- **Mentor Matchmaking**
- **Investment Opportunities**
- **Co-working Space**
- **Access to AUC Community and Facilities**
- **Networking Events**
- **Seed Capital Award**
- **0% Equity**
Through our various initiatives, the School of Business is committed to supporting local and regional business, addressing inequality and developing new and innovative research methodologies.

**Promoting and supporting knowledge sharing and societal development**

The School’s knowledge-sharing portal is a credible destination for business knowledge, insights and analysis on Egypt and the Arab region. The platform provides business and economy content, covering the latest trends and developments across industries while seeking to foster a wider conversation about issues impacting the business community.

https://businessforwardauc.com

**Business Forward**

**Women on Boards Observatory**

The Women on Boards Observatory is a unique partnership of government, business associations, research institutions, international organizations and non-governmental organizations. Initiated by the School of Business in 2017, the observatory aims to improve the gender balance of corporate boards in Egypt and the MENA region by sensitizing male board members to gender issues, qualifying women from different sectors to be appointed to corporate boards and advocating for policy and legislative changes that institutionalize gender diversity on corporate boards.

https://business.aucegypt.edu/outreach/corporate-governance/women-boards-observatory

The observatory is a unique partnership of government, business associations, research institutions, international organizations and non-governmental organizations. Initiated by the School of Business in 2017, the observatory aims to improve the gender balance of corporate boards in Egypt and the MENA region by sensitizing male board members to gender issues, qualifying women from different sectors to be appointed to corporate boards and advocating for policy and legislative changes that institutionalize gender diversity on corporate boards.

https://business.aucegypt.edu/outreach/corporate-governance/women-boards-observatory
Glocalization (noun):
The practice of conducting business according to both local and global considerations.

The CEMS Master in International Management program perfectly illustrates our commitment to an international perspective on business. Studying for a semester at both AUC and one of 30 CEMS partner universities, in addition to an eight-week internship at an international business or organization, offers the ultimate exposure to learning and business as it is conducted around the world, along with the opportunity for enlightenment by experiencing other cultures.

As the Arab and African economies grow and exert a growing influence on the international marketplace, the School’s programs and research are increasingly focused on the businesses helping them to thrive. This unique blend of local, regional and international perspectives truly sets the AUC School of Business apart, establishing it as the number one choice for business education in the region.

Our Doing Business in the Middle East (DBiME) program exemplifies our appreciation of the growing influence of the regional economy. A mix of academic lectures, company and cultural visits, and meetings with business executives, entrepreneurs, alumni and government officials, this comprehensive week-long program deals with all of the current issues influencing business in the region. It will be particularly attractive to graduates from business schools elsewhere in the world who are looking for a detailed perspective on this diverse and ever-growing region.

https://business.aucegypt.edu/programs/graduate/mba/international-experience/doing-business-middle-east
Real-life experiences for real-life success

Our study-abroad schemes, internships and work placements give you the perfect opportunity to spread your wings, experience life in other countries and gain hands-on insight into how business is conducted across the globe. We have over 200 partner universities, and alongside our emphasis on practical experience, there’s no better business school to give you a headstart in the employment market. We can open the door to opportunities all around the world or increase your reach through unrivaled global networking if your career or business is already established.

Students employed within six months after graduation: **90%**

Graduates that started their own businesses: **6%**

Graduates that work or live abroad: **9%**

Graduates that joined NGOs: **6%**

*AY 2018-2019 — based on 4000+ alumni surveyed

"At AUC we find a different mindset for future leaders who can easily grasp the essence of change and make a difference"

— Mr. Talal Habib | Head of Learning, Talent Management, Resourcing and Organizational Development, HSBC

"AUCians are a cut above the others, always eager to learn more and take more responsibility, adapt to change and have strong values"

— Mr. Sudhir Sagar | Consumer & Business Banking Risk Head, CIB

"Our latest intake of employees are of the highest caliber, demonstrating the success of the School of Business initiatives in enhancing student development and exposure through involvement with companies, competitions, etc"

— Ms. Salma Hassan | HR Manager, P&G

"The School’s keenness to harness cutting-edge learning technologies and their flexibility and responsiveness to our continuous and successive development needs made them our partners for success"

— Karim Hamdy | Corporate HR Organization Development Director, EzzSteel
Alumni Impact

The School's alumni are our ultimate ambassadors.

Dispersed across the globe, their influence on business, politics and society at large is testimony to our positive impact on personal achievement and career success. Almost 400 of our alumni were employed in Fortune 500 companies, while 13% of our graduates from the academic year 2019–2020 were from countries outside Egypt.
**An Extraordinary University In An Exceptional City**

The American University in Cairo celebrated its centenary and 100 years of academic achievement and innovation in 2019. AUC is Egypt's global University, with an international student body and faculty and unparalleled diversity, exemplified by our range of academic interest areas and our determination to equip our graduates with the confidence and skills needed to drive success anywhere in the world.

AUC's landmark campus site in Tahrir Square is an iconic presence in central Cairo, not only for its academic contribution but as a renowned center for arts, culture and debate for the city, Egypt and the wider region. Marking a new dawn for the University, the $400 million award-winning New Cairo campus opened in 2008. The use of recycled materials and sustainable infrastructure to significantly reduce water and energy consumption have established AUC New Cairo as a paragon of green construction, with 150 plant species and 8,000 trees on campus creating a veritable oasis of educational excellence. The University's renowned academic library has the largest English-language collection in Egypt, housing 400,000 volumes, with more than 1,700 periodical subscriptions and access to a further 6,000 available via over 80 databases.

There are a host of attractions to enjoy alongside the city's renowned museums, trendy cafes and vibrant nightlife. The fantastic AUC Sports Center is equipped with a football and track stadium, gyms, an Olympic-size swimming pool, a tennis center and courts for squash, basketball, volleyball, handball and badminton. Under the supervision of the Egyptian Universities Sports Federation, AUC fields 20 competitive men's and women's teams in a wide variety of sports, including basketball, football, futsal, track and field, volleyball, indoor rowing, swimming and water polo. [https://athletics.aucegypt.edu/home](https://athletics.aucegypt.edu/home)

Our student-run clubs and societies provide a vast selection of extracurricular activities, both within the School of Business and the wider University. In keeping with our commitment to community, there's the opportunity to provide support to those needing help, including the elderly, refugees and street children. Join like-minded students in promoting multiculturalism, engage in lively political debate or help raise awareness of animal rights issues. From salsa to the Scouts, frisbee to folklore, there's a society for everyone at AUC. [https://www.aucegypt.edu/students/organizations](https://www.aucegypt.edu/students/organizations)
Collaboration for Impact

At the AUC School of Business, we pride ourselves on our integrated approach. We do all we can to disseminate our knowledge, extend our curriculum and create impact far beyond the gates of the University to benefit communities and bring real business know-how and challenges into the classroom.

Dean’s Strategic Advisory Board

The leadership and professional experience provided by the Dean’s Strategic Advisory Board are vital in steering the School of Business toward fulfillment of its vision and mission while also imparting their knowledge to students through lectures, debates and contributions to research. The Board’s membership comprises renowned business leaders and academic experts from Egypt, the wider region and the world.

https://business.aucegypt.edu/about/dean-strategic-advisory-board

“I guess late night studies, graduation, meeting new people and all the events we organized as part of extracurricular activities were the most memorable experiences for me at the School.”

– Aly Osman ’14 | Co-Founder and CEO, The Influencers, Co-founder Star AD
Our faculty brings unparalleled international business expertise to guide you as you journey to the heart of business.

https://business.aucegypt.edu/faculty/profiles
Faculty

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Economics

Abeer El Shennawy  
Professor

Ahmed Abou Zaid  
Visiting Professor

Ahmed Kamaly  
Associate Professor

Ali Shah  
Associate Professor

Dina Abdel Fattah  
Chair and Associate Professor

Hala El Ramly  
Associate Professor

Iman El Khodary  
Visiting Associate Professor

Ismaeel Tharwat  
Associate Professor

John Saleurakis  
Associate Professor

Mina Ayad  
Associate Professor

Mohamad Al-Ississi  
Associate Professor

Mohammed Bouadji  
Associate Professor

Mohamed El Komi  
Associate Professor

Mona Said  
Professor

Nagla Rizk  
Professor of Economics and Founding Director of the Access to Knowledge for Development Center (A2K4D)

Noha Omar  
Visiting Assistant Professor

Roberto Cardinale  
Associate Professor

Samer Atallah  
Associate Professor and Associate Dean

Sanghyeok Lee  
Assistant Professor

Tarek Selim  
Professor

Management

Ahmed Tolba  
Associate Professor of Marketing and Chair of Management Department

Ali Awni  
Professor of Practice and Director

Ayman Ismail  
Associate Professor

Dina Bassiouini  
Associate Professor

Dina Rateb  
Professor of Finance

Eskandar Tooma  
Professor

Galal Galal-Edeen  
Associate Professor

Hakim Meshreki  
Associate Professor

Hamed Shamma  
Associate Professor

Hanou Moussa  
Associate Professor

Hoda El Kolaly  
Visiting Assistant Professor

Ibrahim Hegazy  
Associate Professor

Islam Azzam  
Associate Professor

Jasmin Fouda  
Assistant Professor

Maha Elshinnawy  
Professor

Maha Mourad  
Associate Professor

Marina Apaydin  
Assistant Professor

Medhat Hassanein  
Associate Professor

Moaz Darwish  
Professor

Mohga Badran  
Assistant Professor

Nellie El Enany  
Professor

Nizar Becheikh  
Professor

Noah Farhadi  
Professor

Nourhan Eid  
Professor

Randa El Bedawy  
Assistant Professor

Rania Hussein  
Assistant Professor

Rim Cherif  
Assistant Professor

Samir Youssif  
Professor and Dean

Sherif Kamel  
Associate Professor

Sherwat Elwan  
Professor of Finance

Tarek El Domiaty  
Professor of Strategic Management and Entrepreneurship and Director

Tarek Hatem  
Assistant Professor

Wael Abdallah  
Assistant Professor

ACCOUNTING

Ahmed Abdel-Meguid  
Professor

Ahmed El Bayoumi  
Associate Professor

Angie Zaher  
Associate Professor

Dina El-Bassiouny  
Associate Professor

Khaled Dahawy  
Professor

Khaled Samah  
Professor

Moataz El-Helaly  
Associate Professor

Mohamed Basuony  
Professor and Chair

Mohamed Hegazy  
Professor

Nermeen Shehata  
Associate Professor

Shawki Farag  
Emeritus Professor

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