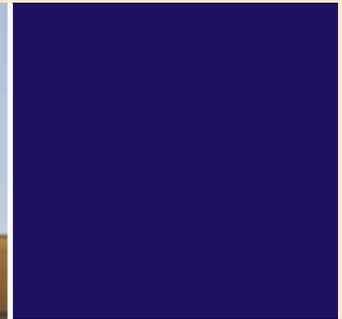




THE AMERICAN
UNIVERSITY IN CAIRO

SCHOOL OF
BUSINESS

ANNUAL REPORT



2009
2010



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MESSAGE FROM THE DEAN



As many of you know, this past year has witnessed the launch of the newly structured School of Business at AUC's state-of-the-art New Cairo campus.

While AUC was settling in its new home, the School of Business was already busy working on a multitude of new initiatives. We selected three main pillars to focus and guide our efforts: entrepreneurship, innovation and leadership. These pillars represent the skills with which we wish to empower our students. The adoption of such a distinctive three-tier thematic approach builds on many years of development, continuous improvement and dedication by different constituents of the school. The three pillars are timely qualities that complement each other and that we believe are necessary for business and socioeconomic development at the individual, organizational and national levels.

It all began in Fall 2009 when the American University in Cairo restructured the existing School of Business, Economics and Communication, which was established in 1993, to create the first dedicated School of Business in the region, building on its success as the regional leader in business education and research. A series of inaugural events were scheduled in February 2010 to mark the opening of the new School of Business and to coincide with AUC's Board of Trustees annual meeting in Cairo.

One of the highlights of the year is the effort by the school to establish an interdisciplinary Entrepreneurship and Innovation Program (EIP). The program involves working with relevant stakeholders within AUC and the community. The program represents a commitment to our mission "to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference" by developing human-resource capacities to build value and create prosperity in Egypt, the Arab and African regions, and around the world. As we believe that moving forward is a vital need for development, the school will not only focus on its region, but will be looking east and south as well.

With dedicated faculty and staff members, the School of Business provides world-class education for degree-seeking and nondegree students, and is keen to build and maintain strong international partnerships with top education providers worldwide. With the engagement and support of our alumni and friends, the school can pioneer in offering an innovative and dynamic learning environment that stands out as the model for business education in this part of the world while focusing on excellence in teaching, research and service. The first year for me as dean of the School of Business has been both challenging and inspiring. Although we are aware that different challenges will arise, we are clear about our vision and determined

about our mission. I am proud of what we have achieved this year — which builds on years of development, progress and continuous improvement — empowered by AUC visionary leadership, led by a team of distinguished faculty, administered by a group of experienced staff members and supported by dedicated constituencies including alumni, students, advisory board members and friends who believe in the educational mission shouldered by AUC's School of Business.

I am happy to provide you with a Year in Review in this annual report, which I hope you will enjoy reading.

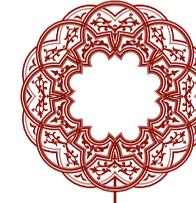
Finally, I would like to express my sincere gratitude to everyone who has put effort and support for advancing the School of Business, and I look forward to further cooperation in the years to come.

Sherif Kamel
August 2010



Our Vision

The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world



Our Mission

The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference

SCHOOL OF BUSINESS

DEPARTMENTS

Economics
Management
Accounting

ADVISORY BODIES

Dean's Strategic Advisory Board (SAB)
Council of the School of Business (CSB)
Entrepreneurship and Innovation Council (EIC)



EXECUTIVE EDUCATION CENTERS

Management Center (MC)
Citadel Capital Financial Services Center (CCFC)
Women's Entrepreneurship and Leadership Program (WEL)
International Executive Education Institute (IEEI)

CENTERS

Business Computer Center (BCC)
Access to Knowledge for Development Center (A2K4D)
El-Khazindar Business Research and Case Center (KCC)

SCHOOL OF BUSINESS IN BRIEF

UNDERGRADUATE PROGRAMS

The Department of Economics was established in 1947 as the first economics department in Egypt.

The Department of Management, which was established in 1972, is a regional leader in business education.

The Department of Accounting, which was established in 2009, ensures that students master the basic knowledge and general understanding of accounting principles covering financial, managerial and cost accounting.



GRADUATE DEGREE PROGRAMS

The Master of Arts in Economics, which was established in 1966, intended for students who wish to acquire graduate-level skills in economic analysis and relevant quantitative techniques.

The Master of Economics in International Development, which was established in 2004, is especially designed for students who wish to acquire in-depth understanding and knowledge in the field of development.

The Economics in International Development graduate diploma, which was established in 2004, is designed for students who wish to gain a basic understanding and knowledge of development, but who do not intend to obtain a master's degree.

Master of Business Administration (MBA), which was established in 1983, is a professional degree designed to prepare students who have completed undergraduate work in any academic discipline and intend to pursue a management career.

EXECUTIVE EDUCATION

In 1977, the Management Center (MC) was established, offering the latest management concepts and techniques. The volume, diversity and transformation of its professional training and development programs have regularly catered for growing and changing needs in the marketplace, both in Egypt and the region.

In 2006, the Citadel Capital Financial Services Center (CCFC) was established. The center is the first of its kind in the Middle East to offer students, researchers and professionals a state-of-the-art instructional facility that integrates hands-on financial services practice with classroom financial concepts.

In 2008, the Women's Entrepreneurship and Leadership Program (WEL) was established as part of the Goldman Sachs global initiative, providing 10,000 underserved women with a business and management education.

In 2008, the International Executive Education Institute (IEEI) was established to be the leading regional platform for world-class executive education and networking.

RESEARCH AND CASE CENTERS

El-Khazindar Business Research and Case Center was established in 2007 and is the first case center in Egypt that serves students, faculty, industry professionals and training corporations by providing them with high-quality cases and business research on the Middle East and North Africa region.

The Access to Knowledge for Development Center was established in 2010 as a center for academic scholarship, research and policy analysis on access to knowledge for development in Egypt and the Arab world.



ACCREDITATION

AUC holds institutional accreditation from the Commission on Higher Education of the Middle States Association of Colleges and Schools in the United States (MSCHE /Middle States).

Institutional accreditation status is granted by Middle States for a period of ten years, with a mid-way periodic review. AUC's most recent reaccreditation was granted by the Commission of MSCHE on June 26, 2008. The accreditation status was reaffirmed subsequent to AUC's institutional self-study; a visit by a team of peers from Middle States and consideration by the board of MSCHE.

In Egypt, AUC operates within the framework of the 1975 protocol with the Egyptian government, which in turn is based on the 1962 Cultural Relations Agreement between the Egyptian and the U.S. governments.

In the United States, AUC is licensed to grant degrees and is incorporated by the State of Delaware.



Association to Advance Collegiate Schools of Business

In 2006, the School of Business of the American University in Cairo received accreditation from the Association to Advance Collegiate Schools of Business (AACSB) International. It is the world's most widely recognized and sought-after endorsement for business programs. It tells prospective students, faculty members and employers that an accredited school produces graduates who are prepared to succeed in the business world — a clear indication of the international quality of a degree from AUC.

AUC's School of Business is one of only five percent of all business schools in the world that meet the rigorous standards for accreditation by the AACSB (Only 596 member institutions are accredited by AACSB). It is one of 120 business schools outside the United States that are accredited by AACSB.



European Foundation for Management Development

The School of Business is affiliated with the European Foundation for Management Development (EFMD), an international membership organization based in Brussels, Belgium. With more than 700 member organizations from various fields including academia, business, public service and consultancy in 82 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development. EFMD is recognized globally as an accreditation body of quality in management education and has established accreditation services for business schools and business-school programs, corporate universities and technology-enhanced learning programs. The School of Business is working toward acquiring EQUIS accreditation, which is linked to the EFMD mission.



ACCREDITATION

National Authority for Quality Assurance and Accreditation of Education

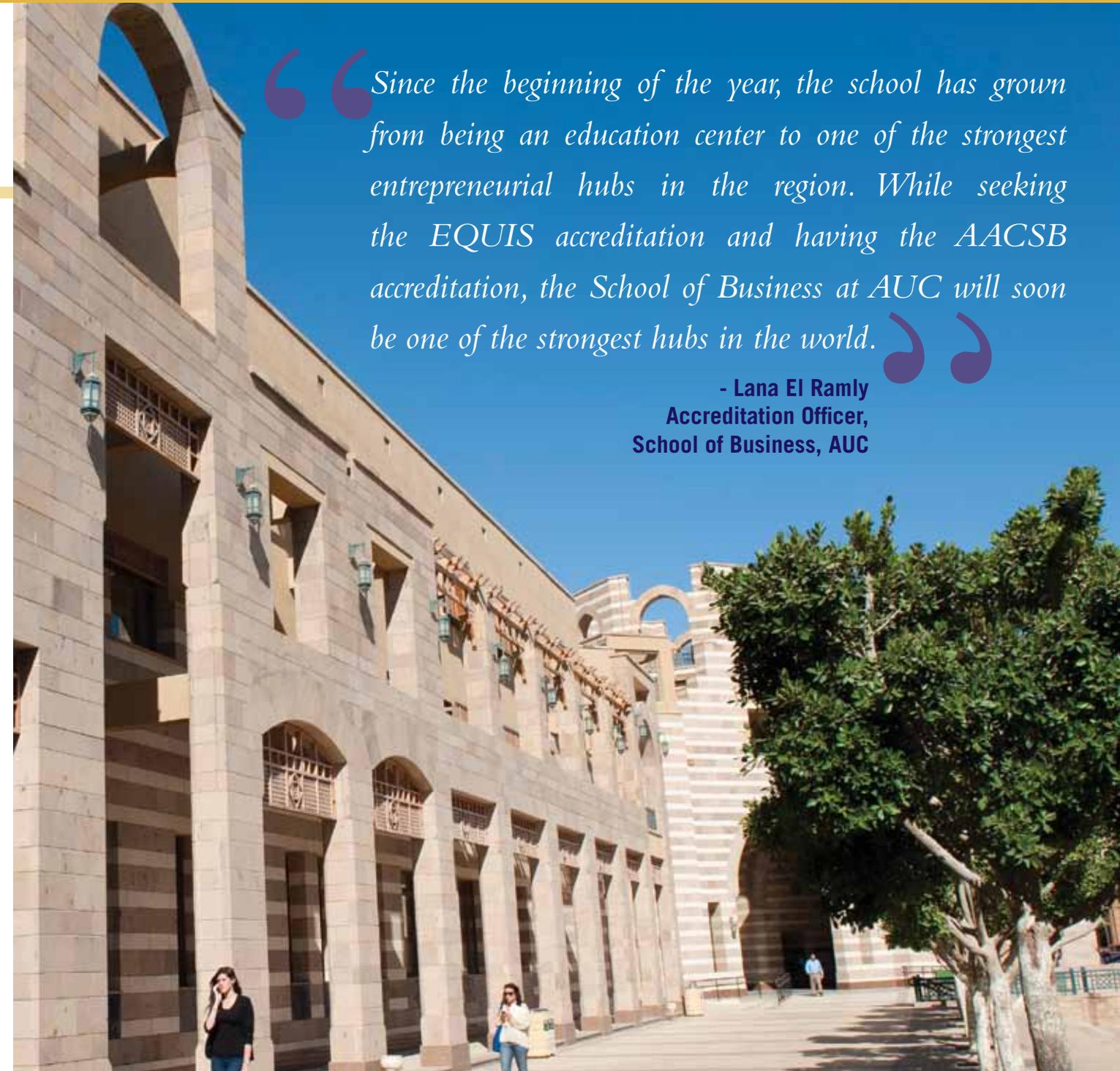
The National Authority for Quality Assurance and Accreditation of Education (NAQAAE) is the accrediting body for all Egyptian educational institutions (higher education, pre-university and Al-Azhar education). NAQAAE was established in 2007 by a presidential decree with the main aim of supporting Egyptian educational institutes through fostering their quality assurance practices. According to the NAQAAE establishment law, the authority is responsible for evaluating more than 50,000 educational institutions to be accredited within five years. The American University in Cairo is currently in the process of earning NAQAAE accreditation, along with the Department of Management.

Supreme Council of Universities

Since its establishment in 1950, the Supreme Council of Universities (SCU) has been planning the policy of university education and scientific research in Egypt as well as coordinating between national universities in the country. All School of Business graduate and undergraduate programs are accredited by SCU. This accreditation provides equivalence to academic degrees awarded by foreign institutes or universities as well as those not abiding by the universities' organization law number 49 of 1972. The cycle runs every three years, and the School of Business has renewed its status in the summer of 2010.

“ Since the beginning of the year, the school has grown from being an education center to one of the strongest entrepreneurial hubs in the region. While seeking the EQUIS accreditation and having the AACSB accreditation, the School of Business at AUC will soon be one of the strongest hubs in the world. ”

- Lana El Ramly
Accreditation Officer,
School of Business, AUC



The Year in



Review

Within the school

THE LAUNCH

The American University in Cairo held a ceremony in February 2010 to officially launch the newly structured School of Business



Back row:

Hassan Salame, professor of international relations at the Institut d'Etudes Politiques, Paris and senior adviser to the United Nations Secretary-General; Ismail Serageldin, director, Library of Alexandria; Mohamed Islam, moderator, Shibley Telhami, Anwar Sadat Professor for Peace and Development, University of Maryland; Soumitra Dutta, Roland Berger Professor of Business and Technology and academic director, eLab, INSEAD, France; Dipak C. Jain, former dean and professor of marketing, Kellogg School of Management, Northwestern University, USA; Ali Faramawy, vice president, Microsoft International, Middle East and Africa;

Front row:

Nabil Fahmy, dean of the School of Global Affairs and Public Policy, AUC, David Arnold, AUC president, Boyd Hight, chairman of AUC's Board of Trustees, Lisa Anderson, provost, AUC, Sherif Kamel, dean of the School of Business, AUC



Ahmed Darwish
Minister of State for Administrative Development

“When I was invited to participate in the board of the new business school at AUC, I wasn't really sure what added value the formation of the school could bring. The department's reputation was fine and new programs, such as the executive MBA, could still be implemented with some coordination. I have to say that one year into the process, it is being shaped and coming along in steady steps. It is likely to mature in a fast pace to match global changes. AUC will harvest the benefits soon. Dr. Kamel is orchestrating efforts as professionally as expected.”

**– HE Ahmed Darwish,
Egyptian Minister of State for Administrative Development**

THE LAUNCH

The American University in Cairo held a ceremony in February 2010 to officially launch the newly structured School of Business



*David Arnold, President
The American University in Cairo*

“For many years, AUC has prided itself on training outstanding business leaders and executives for both Egyptian and international corporations. With the establishment of a new freestanding School of Business, we have signaled an increased commitment to this aspect of our mission. Whether in producing highly qualified undergraduates in business and accounting, top-notch MBAs or skilled managers and senior executives, AUC’s School of Business is setting a world-class standard for business education in this vital region of the world.”

– **David Arnold**
AUC President



*Lisa Anderson, Provost
The American University in Cairo*

“The newly revamped School of Business at the American University in Cairo is designed to more effectively showcase our existing programs and provide a platform for launching new ventures in management, accounting, finance, marketing and entrepreneurship. With its strong faculty and under the dynamic leadership of its new dean, Sherif Kamel, AUC is now building on its role in producing and promoting the next generation of innovative and creative private-sector leaders in Egypt and the region. In the fast-changing global business landscape, this is an important and exciting place to be.”

– **Lisa Anderson**
AUC Provost

NEW INITIATIVES

“One of the radical changes in the School of Business that we have all witnessed this year is that sense of creativity, innovation and imagination. As Albert Einstein once said, ‘Imagination is more important than knowledge, for knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution.’”

– Adel Danish, SAB chair; chairman and chief executive officer, Xceed

Dean’s Strategic Advisory Board

The Dean’s Strategic Advisory Board (SAB) was launched in February 2010 and consists of 37 internationally recognized and prominent members of the business community and academia who have committed to provide guidance and advice to help in the development of the School of Business. The board is divided into three committees: Strategic Positioning Committee, Program Committee and Corporate Engagement Committee.



Dean’s Strategic Advisory Board

MEMBERS OF THE DEAN'S STRATEGIC ADVISORY BOARD

Sorted by family name

Karim Abadir '85, '91, professor of financial econometrics, Imperial College, United Kingdom

Hassan Abdalla '82, '94, chair and chief executive officer, Arab African International Bank, Egypt

Ahmed Abdel Wahab, PhD, chair and managing director, FAW Industrial Group Egypt; chair, Engineering Export Council, Egypt

Mustafa Abdel Wadood '91, managing director, Abraaj Capital; chief executive officer Abraaj Investment Management, United Arab Emirates

Hashem Abou Zeid '88, senior vice president, private equities, Mansour Group and El Maghraby, Egypt

Nayera Amin '76, '81, managing director and chief executive officer, Piraeus Bank, Egypt

Richard Barker, senior lecturer in accounting, Judge Business School, University of Cambridge, United Kingdom

Youssef Bissada, PhD, emeritus professor of entrepreneurship, INSEAD, France; distinguished adjunct professor of entrepreneurship, The American University in Cairo, Egypt

Adel Danish, PhD, chair and chief executive officer, Xceed, Egypt

Ahmed Darwish, PhD, Ministry of State for Administrative Development, Egypt

Soumitra Dutta, PhD, Roland Berger Chaired Professor of Business and Technology, founder and faculty director of eLab, INSEAD, France

Hassan El Khatib, managing director, The Carlyle Group, Egypt

Hisham El Khazindar '96, co-founder and managing director, Citadel Capital, Egypt

Omar El Sawy '74, PhD, professor of information systems, Marshall School of Business, University of Southern California, United States

Mohamed El Sewedy, chief executive officer, El Sewedy Cables, Egypt

Hisham Fahmy '74, executive director, The American Chamber of Commerce, Egypt

Ali Faramawy, vice president, Microsoft International, Turkey

Ibrahim Ghattas, managing director, SMG Engineering Automotive Company, Egypt

Alaa Hashim '97, chief executive officer, Mac Carpet, Egypt

Ossama Hassanein, PhD, senior managing director, Newbury Ventures, United States

Gabriel Hawawini, PhD, former dean of INSEAD and Henry Grunfeld Chaired Professor of Investment Banking; professor of finance, France

Aymen Ismail, chair and chief executive officer, Dar Al Mimar Group - Mountain View, Egypt

Dipak C. Jain, PhD, former dean and professor of marketing, Kellogg School of Management, Northwestern University, United States

Ali Q. Jawad '85, PhD, strategic adviser, Department of Economic Development, United Arab Emirates

Salah Khalil, chair, Macat International Limited; former strategy consultant to Westminster Foundation for Democracy, United Kingdom

Jonathan Liebenau, PhD, reader in technology management, London School of Economics, United Kingdom

Safwan M. Masri, PhD, director of Columbia University's Middle East Research Center; former vice dean and director of the MBA Program, Graduate School of Business, Columbia University, United States

Dale Meyer, PhD, distinguished professor emeritus, University of Colorado – Boulder; senior chair, Western Partners Worldwide Foundation, United States

Khaled Nosseir '88, chair and chief executive officer, Alkan, Egypt

Steve Reinemund, former chair and chief executive officer, PepsiCo; dean of the Babcock and Calloway Business Schools, Wake Forrest University, United States

Ahmed Said '85, PhD, chair, Global Brands, Egypt

Moustapha Sarhank '85, chair and chief executive officer, Sarhank Group, Egypt

Richard Schmalensee, PhD, John C Head III Dean Emeritus and the Howard W. Johnson Professor of Economics and Management, MIT Sloan School of Management, United States

Alex Shalaby, chair, The Egyptian Company for Mobile Services, Mobinil, Egypt

Tarek Tewfik, chair, Chamber of Food Industries; vice chair, Farm Frites, Egypt

Mona Yassine '71, chair, Egyptian Competition Authority, Egypt

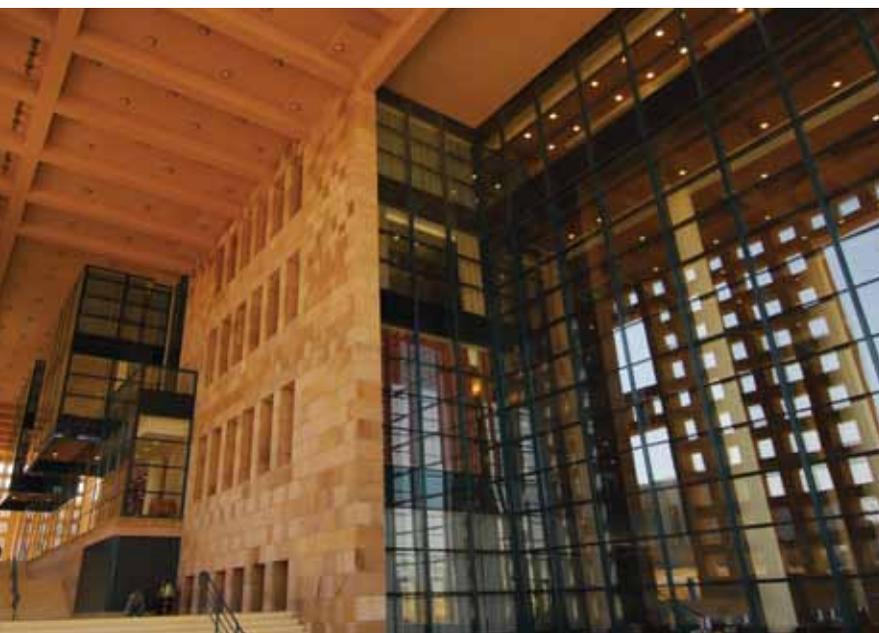
George Yip, dean, Rotterdam School of Management, Erasmus University, The Netherlands

NEW INITIATIVES

Council of the School of Business

The council represents the school's faculty, students and staff, ensuring their participation in the governance of the School of Business and the discussion of issues pertinent to the school community. It aims to facilitate communication among school constituencies and presents recommendations to the dean regarding academic policies.

The main role of the council is to advise and provide input on any matters deemed relevant to the general welfare of faculty, students and staff.



Department of Accounting

In Fall 2009, the Department of Accounting was officially established; however, a bachelor's degree in accounting has been offered since 1995.

The objective of the department is to ensure that students master the basic knowledge and general understanding of the accounting principles. Areas of concentration include financial accounting, managerial and cost accounting, auditing and taxation. It takes a multidisciplinary approach to the field, integrating finance and economics with broader perspectives on organizational issues and the business environment.

Office of Student Services

The Office of Student Services was established to provide information on the accounting, business and economics programs and to help in promoting new majors and programs. It is a one-stop shop designed to provide integrated professional service to students at the School of Business.

The Office of Student Services is committed to providing the best resources and advising services to assist students in achieving their study goals, as well as guiding them through their registration process. The office supports the school's mission of developing innovation, leadership and entrepreneurial skills by offering opportunities for business students to gain real-world experience and explore a variety of career fields through internship opportunities, international competitions and student-related conferences.

Communication and Marketing Unit

A Communication and Marketing Unit was developed within the School of Business to provide information on different activities. A new web site for AUC's School of Business has been created (www.aucegypt.edu/business), and regular updates are released to highlight main events and top stories. The unit also coordinates the production of the school's print material including brochures, promotional material, rollups and banners, coordinating with AUC's Office of Communications and Marketing to ensure its compliance with AUC branding and editorial standards and guidelines.



NEW INITIATIVES



Access to Knowledge for Development Center

In February 2010, the Access to Knowledge for Development Center (A2K4D) was established within the School of Business to serve as a national and regional center for scholarship on Access to Knowledge (A2K), intellectual property, technology and human development.

A2K4D is a founding member of the Access to Knowledge Global Academy (A2KGA), in collaboration with the Information Society Project of Yale Law School and partners from Brazil, China, Ethiopia, India, South Africa and the United States.



A2K4D celebrated the publication of its first book, Access to Knowledge in Egypt: New Research on Intellectual Property, Innovation and Development, in February 2010.

(In the middle) Nagla Rizk '83, '87, associate professor of economics, during the launch of the A2K4D Center, February 7, 2010

On June 1, 2010, A2K4D hosted a regional meeting on open-source software in the Arab world, with participants from different Arab countries, in order to foster research that will lead to developing a concept paper for each country.

Real Estate Academy

The Real Estate Academy was launched and incubated as part of IEEI, with the aim of facilitating the engagement of real estate professionals in Egypt to join international real estate knowledge networks. The academy also strives to deliver world-class, multilevel training programs in partnership with leading international institutions.

Several events were held since the academy's establishment including real estate CEO roundtables in November 2009, February 2010 and July 2010; as well as a real estate forum on November 10, 2009, in partnership with the National University of Singapore and Dar El Mimar - Mountain View, with Egypt's Minister of Investment Mahmoud Mohieldin and international experts present. This was in addition to the Advanced Management Program, The Real Estate Life Cycle, held in Singapore, May 16 – 20, 2010.



International Real Estate Forum, November 10, 2009



Real Estate Academy, Advanced Management Program, Singapore, May 16 – 20, 2010

NEW INITIATIVES

Launch of Citadel Capital Financial Services Center Student Academy for Spring 2010

Citadel Capital Financial Services Center (CCFC) has launched the CCFC Student Academy, which offers a wide range of financial training programs and activities to undergraduate and graduate students. The academy's mission is to "enhance the finance curriculum with interactive training modules, increasing the marketability of AUC students and preparing them to face market challenges."

The academy's programs are offered in collaboration with CCFC's academic sponsors. In Spring 2010, CCFC Student Academy offered students the following programs:

Certificate in Technical Analysis

CCFC offered students a certificate in technical analysis, in collaboration with the Egyptian Society for Technical Analysis, one of CCFC's academic sponsors. The main objective of this program was to introduce students to key technical analysis techniques.

More than 35 undergraduate and graduate students participated in the first round of the three-month course. Certified technical analysts conducted the course.



Certificate in Technical Analysis

Reuters Certification Program

CCFC offered two rounds of the successful Reuters Certification Program, jointly with Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. More than 40 aspiring students were given the opportunity to become certified Reuters users. Senior Reuters trainers delivered presentations about the use of Reuters financial databases in the finance and investment industry.



Reuters Certification Program

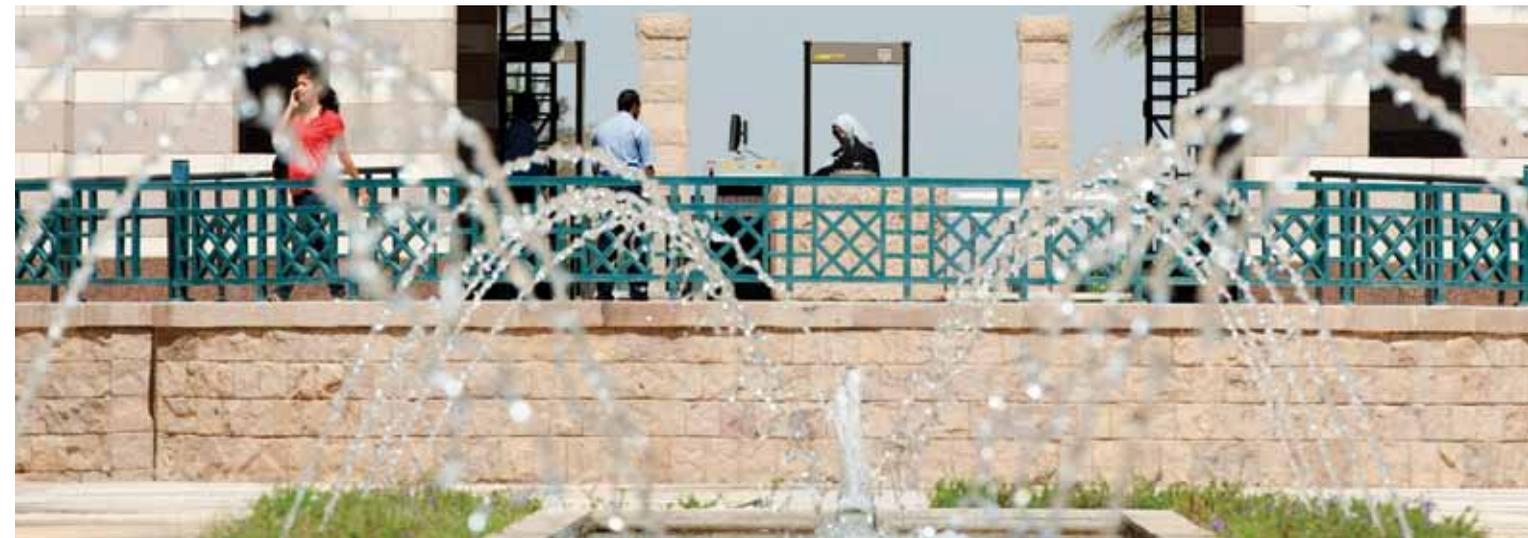
Association for Information Systems Student Chapter – Egypt

The Association for Information Systems (AIS), the premier global organization for information systems (IS) academics manifested in the form of AIS student chapters, is dedicated to providing a forum for current and prospective IS students.

The School of Business is one of 67 global AIS student-chapter founding schools. Its objectives include increasing the visibility of IS programs and access to shared resources, gaining a competitive advantage to succeed within the IS field, leveraging worldwide recognition through competitions and award programs, networking with students from around the world and expanding career opportunities.

Meet the CEO Series

The School of Business launched Meet the CEO series on June 8, 2010, following the School of Business Graduate Honors Assembly. Ayman Abdel Latif '82 '86, general manager of Microsoft Egypt, was the first keynote speaker in the series, which aims at enhancing student exposure and providing opportunities to learn from practical work-life experiences.





“ Since its inception, the School of Business has earned a reputation for being an innovative institution that seeks to position itself at the cutting edge. For example, it was the first institution in Egypt to recognize the need to develop a structured program for real estate practitioners and has partnered with the National University of Singapore’s real estate faculty to establish the first Real Estate Academy.”

– **Ambassador of Singapore to Egypt**
Hung Seng Tan

AWARDS AND HONORS

Eduniversal



*(On the far right)
Stephen Everhart, associate dean
of the School of Business, receiving
Eduniversal award, October 2009*

Eduniversal, a European federation on education, awarded AUC's School of Business the highest distinction in Egypt in 2009 (up from third place in 2008) and the second highest in Africa, after surveying more than 1,000 business schools globally based on their capacity for international influence, Cape Town, South Africa, October 26 – 28, 2009.

Annual Distinguished Cultural Prize of Sultan Bin Al Owais



Galal Amin, professor of economics

Galal Amin, professor of economics, received the Sultan Bin Al Owais Cultural Foundation Award, which recognizes distinguished works and rich contributions to Arab culture. Amin's award was for the humanitarian and futuristic studies section in recognition of his contributions to economics, politics, community and culture.

Dubai Summer Surprises

School of Business alumna Youmna Amr Safwat '10 joined the award-winning Dubai Summer Surprises (DSS) Apprenticeship Program in its fifth edition in Dubai, United Arab Emirates, June 19 – July 2, 2010. Safwat joins AUC alumna Hadia Saraya '08, who won the award in 2008.

The award-winning annual training and industry-exposure program paves the way for 10 young people from the region to participate in the highly successful business administration and marketing internship. The winners received hands-on experience through working on projects, visiting and auditing key DSS events, and working closely with the DSS team, gaining valuable training and real-life exposure to best practices in business administration, marketing and events management.

During the competition, students were judged on the quality of their essays, and one winner was selected from each market to represent his or her country in the program. Safwat was appointed to a marketing team that included students from other universities in the region. Together, they created a marketing plan targeting the enormous population of people under 30 across the MENA region, and highlighting Dubai's unique and accessible geographic position. Reflecting on her experience, Safwat noted, "We had the opportunity to meet and benefit from some of the greatest minds, all working for the sole purpose of promoting Dubai as a global tourist attraction. Spending two weeks with some of the brightest young Arabs, with so much in common yet so much cultural diversity, broadened my horizons and provided memories that are forever imprinted in my mind."



*Dubai Summer Surprises Apprenticeship Program, Dubai,
United Arab Emirates, June 19 – July 2, 2010 - Youmna
Amr Safwat '10 (second from left)*

AWARDS AND HONORS



*Ethar El-Katany '07
(Photo courtesy of CNN London office)*

CNN's Multichoice African Journalist of the Year Competition

School of Business alumna Ethar El-Katany '07 is the 2009 winner of the economics and business category in CNN's Multichoice African Journalist of the Year competition for her article "The Business of Islam," which is currently being turned into a documentary. El-Katany is the first Egyptian to win in the competition, which started in 1995 and recognizes excellence in African journalism.

Student Case Competition at the American University of Beirut, Lebanon

AUB hosted its first Student Case Competition from May 1 to 3, 2010. The competition gave an opportunity to students from leading universities in the region to interact and apply their academic skills in a practical and professional setting. AUC's School of Business delegation won first, second and third place. The winners were: Rosette Wahba, business administration major (finance), who ranked first; Farida Kamel, a double major in economics and business administration (finance), came in second; and Salma Shabrawy, accounting major, who won third place.



AUC's School of Business delegation to AUB competition with Sherif Kamel, dean of the School of Business and Marina Apaydin (center), assistant professor of management, and Hanan Shahin (far right), head of student services office at AUC's School of Business

AWARDS AND HONORS

Student Awards Ceremony Organized by Student Union

On May 2, 2010, AUC's Student Union granted awards to the best junior and senior science and non-science majors, based on the students' ability and excellence in combining academic and extracurricular activities. The following winners were School of Business students:

Seniors:

3rd Mohamed El Messary
Major: Business administration
(marketing concentration)

Juniors:

1st Mohamed El Dib
Major: Business administration
(marketing concentration)

2nd Hadeer Shalaby
Major: Business administration
(marketing concentration)

3rd Aya El Badrashini
Major: Business administration
(finance concentration)

Lobna Youssef
Major: Business administration
(finance concentration)

Arab African International Bank National Competition

The AUC team ranked third in the national competition organized by the Arab African International Bank (AAIB), in addition to receiving a financial award of EGP 15,000 and a summer internship at the bank. Ahmed Imam and Eman Abdel Kader, two business administration seniors, entered the competition and presented an innovative financial product, Pocket Account, which is a service that allows its subscribers to manage all banking transactions through software installed on subscribed mobile phones. Minister of Higher Education Hani Helal attended the closing ceremony on December 22, 2009, together with representatives from the participating universities.



*AUC's School of Business Award at AAIB National Competition
Hamed Shamma '99, '02, assistant professor of marketing; Eman Abdel Kader, business major; Hassan Abdalla '82 '94, vice chair and managing director, Arab African International Bank; Ahmed Imam, business major; Sherif Kamel, dean of the School of Business*





“The business school has strong leadership and has been successfully able to create a progressive and dynamic learning environment to mentor the business leaders of tomorrow. AUC has an exceptional track record of graduating talent that is extremely sought after in the work force.”

– Aftab Ahmed, Citi country officer and managing director, Citibank N.A., Egypt

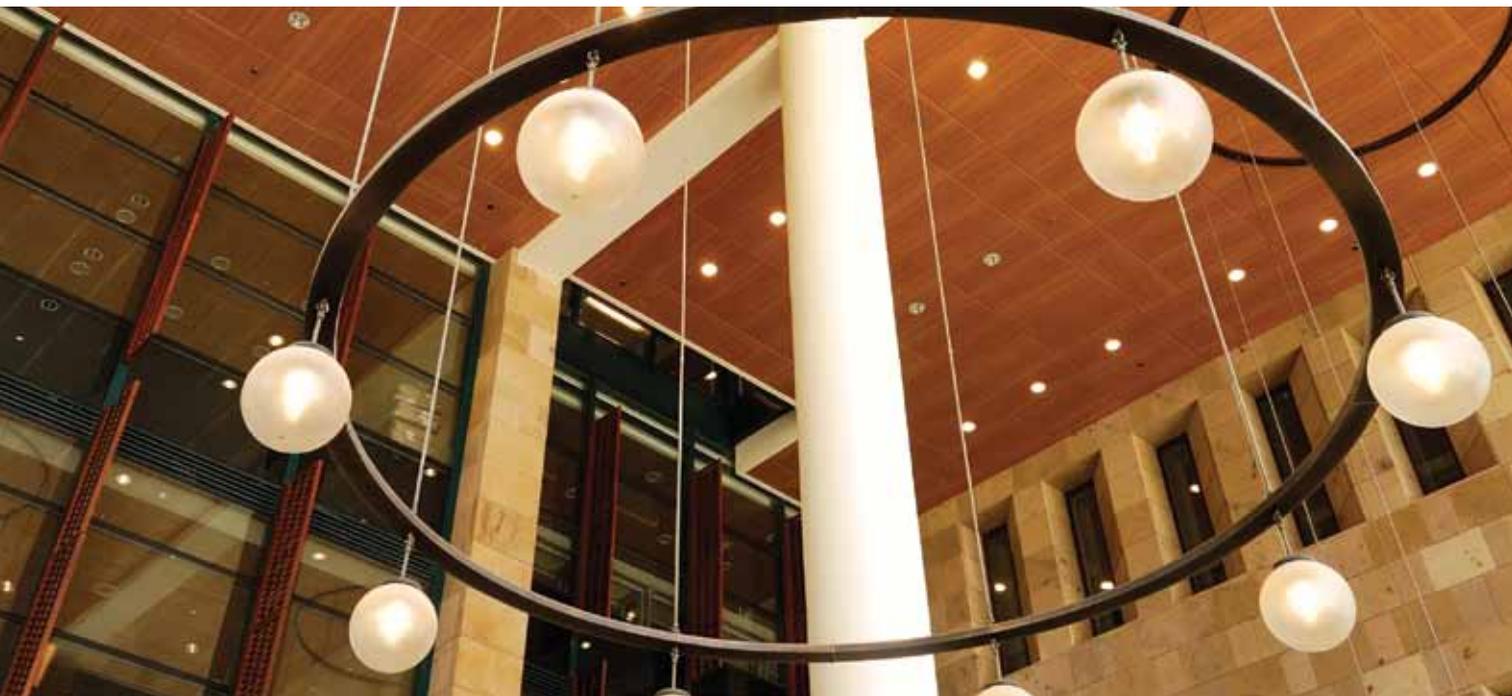
AWARDS AND HONORS

School of Business Undergraduate Fall 2009 Honors Assembly – 25 November 2009

Faculty Appreciation Award was given to Farouk El Hitami, professor emeritus of management, in recognition of his contributions to the School of Business.

Staff Appreciation Award was given to Sonia Victor, assistant to the chair at the economics department, in recognition of her efforts and dedication to the School of Business.

The Alumni Award was presented to Tarek Amer '80, chair and general manager, National Bank of Egypt, and graduate of the School of Business, Department of Economics, for his exemplary leadership.



School of Business Spring 2010 Undergraduate Honors Assembly, May 9, 2010



School of Business Spring 2010 Undergraduate Honors students

AWARDS AND HONORS

Faculty Excellence Awards



The Excellence in Teaching Award was given to Dina Rateb '84, associate professor of management information systems.



The Excellence in Research Award was awarded to Galal Amin, professor of economics.



The Excellence in Academic Service Award was granted to Stephen Everhart, associate dean of the School of Business.

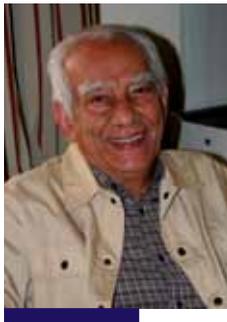


The Outstanding Alumni Award was presented to Hassan Abdalla '82, '94, vice chair and managing director, Arab African International Bank, for his exemplary leadership. Abdalla studied management as an undergraduate and earned an MBA from AUC. He is a member of the Dean's Strategic Advisory Board.

AWARDS AND HONORS

School of Business Graduates Honors Assembly - 8 June 2010

The School of Business held its first ever Graduates Honors Assembly.



Faculty Appreciation Award was awarded to Adel Beshai '63, professor of economics, in appreciation of his invaluable contributions to the graduate programs at the Department of Economics.



Outstanding Alumni Award was awarded to Ayman Abdel Latif '82, '86, general manager, Microsoft Egypt, and graduate of AUC's School of Business, for his exemplary leadership.



Faculty Appreciation Award was awarded to Medhat Hassanein, professor of finance and banking and Egypt's former minister of finance, in appreciation of his invaluable contribution to the graduate programs at the Department of Management.



Spring 2010 Undergraduate Commencement
Excellent Teacher of the Year Award – was given to Ahmed Tolba '97, '01, assistant professor of marketing, for his contributions to research, involvement in social marketing case studies, and commitment and dedication to AUC.

*(Left) Ahmed Tolba '97, '01, assistant professor of marketing, School of Business, AUC
(Right) AUC President David Arnold*

STUDENTS SCHOLARSHIPS

Youssef Jameel MBA Fellowships (established in 2004)

During the first half of the 2009 - 2010 academic year, three cohorts were running (fourth, fifth and sixth cohorts). The fourth cohort ended in Fall 2009, and all fellows graduated in February 2010. The sixth cohort partially commenced in Fall 2009, with 10 fellows enrolled in the MBA program and 15 (as opposed to 10) recruited for Spring 2010. New strategies were applied to search for and approach highly qualified candidates, and these strategies proved to be successful.

The Jameel MBA Fellows Program is to be continued, securing a new cohort (seventh) to be admitted in Fall 2010 with the same criteria and objective of developing future industry leaders in the region to Egyptians as well Palestinians.



David Arnold, AUC president, Medhat Haroun, dean of the School of Sciences and Engineering, Youssef Jameel '68, Sherif Kamel, dean of the School of Business



Youssef Jameel MBA Fellows

Yousef Jameel '68, who officially inaugurated the Abdul Latif Jameel Hall at AUC New Cairo, is a prominent Saudi Arabian business leader, philanthropist, long-time university supporter and devoted alumnus.

STUDENTS SCHOLARSHIPS

Al Alfi Foundation MBA Fellowships (established in 2008)

In February 2010, Al Alfi Foundation agreed to sponsor five qualified engineering and science graduates to attend the MBA program at the American University in Cairo, in addition to the current cohort. The long-term objective of the program is to develop entrepreneurial leaders of the highest caliber who are capable of filling critical positions in industry in Egypt as well as integrating technical and business skills to compete in a global market. The first cohort, which started in Fall 2008, is to graduate in Fall 2010.

Hadya Abdul Latif Jameel MBA Fellowships (established in 2008)

In Spring 2008, Hadya Jameel made a pledge to foster entrepreneurs of the highest caliber who can fill leadership positions in Egypt and the Middle East by providing them with the opportunity to gain technical and business skills to manage and compete in the global market. Fifteen qualified Egyptian engineering and science graduates were granted the fellowship to attend the AUC MBA program, which started in Spring 2008 and ended in Spring 2010.

Ahmed and Ann M. El Mokadem Fellowships (established in 2010)

The main objective of this scholarship is to support Egyptian students with excellent academic records who are interested in pursuing graduate studies at AUC in the fields of economics and international economic development.



Informal gathering held over lunch on May 4, 2010 for School of Business faculty and staff members in acknowledgment of their hard work and in an effort to strengthen team spirit

The Year in

Review

Within the University



COLLABORATION WITHIN THE UNIVERSITY

NEW PROGRAMS

Bachelor of Business Administration in Management of Information and Communication Technology

The Management of Information and Communication Technology Program (MICT) is a joint venture between the Department of Management at the School of Business and the Department of Computer Science at the School of Sciences and Engineering.

The MICT is designed with a particular focus on adapting its content to a local context congruent with the needs of Egyptian organizations, addressing IT challenges that arise in such organizations. The MICT curriculum provides students with a foundation in the liberal arts and sciences, and enables them to develop expertise in business management and information technology. The essence of the new bachelor's degree is to blend, in a unique way, the managerial and technical aspects of information and communication technology with an overview of related conceptual and practical elements. The program addresses emerging trends, tools and applications in the digital economy.

MBA with a Focus on Construction

The School of Business, in collaboration with the School of Sciences and Engineering, has developed an MBA with an area of specialization in the construction industry.

The program fosters multidisciplinary cooperation to introduce this new concentration in construction for the renowned MBA program. The new concentration has the same requirements of 48 credit hours including a capstone course and 12 newly developed credit hours offered by the construction engineering department. While maintaining the strength of the existing program, allowances have been made to cater to non-engineers and to serve business students better.

School of Global Affairs and Public Policy Executive Education

IEEI has collaborated with AUC's School of Global Affairs and Public Policy (GAPP) to support the launch of the GAPP Executive Education program. This is to capitalize on synergies between the constituencies of the two schools (GAPP and the School of Business) and to offer joint programs in the future.

Corporate Sustainability Capacity Building Program

The John D. Gerhart Center for Philanthropy and Civic Engagement at AUC has developed a regional Corporate Sustainability Capacity Building Program, successfully inviting stakeholders from the corporate sector as well as the government and development organizations to partner and support the program financially and logistically. The program includes an awareness-building and executive education component, research and case development, as well as peer learning activities.

The Corporate Sustainability Capacity Building Program is in partnership with KCC for the case writing component, and with IEEI for managing and delivering the executive education component of the program.

In 2009 - 2010, two training courses were delivered:

- Corporate Sustainability for a Global Economy, Cairo, March 28 – 29, 2010, Dana Brown, Said Business School, Oxford University
- Sustainability in the Construction Industry, Dubai, June 6 – 8, 2010 Professor Ahmed Hassanein, Qatari Diar Real Estate Investment Company, and Maria Sillanpaa, founding director, Sustainability Advisory Group



Corporate Sustainability for a Global Economy

COLLABORATION WITHIN THE UNIVERSITY

NEW PROGRAMS

Entrepreneurship and Innovation Program

AUC's School of Business, in collaboration with different stakeholders at the university and partners within the community, is aligning efforts to formulate an AUC-based Entrepreneurship and Innovation Program (EIP), to be incubated under the International Executive Education Institute (IEEI). The program's main goals are to create a healthy entrepreneurial environment inside AUC that serves the business community in Egypt and the region, and to educate students as to what entrepreneurship is and infuse them with the desire to create and innovate by connecting them to venture capitalists, angel investors and mentors.

A proposed model for a pilot project is to be launched in Fall 2010, which is to include orientation seminars, a business plan competition, a community/campus project, an internship program, industry visits, case writing, organized debates, meet the CEO sessions, a capstone course and company start-up.

To support this initiative, the school has established an entrepreneurship and innovation council, consisting of members with an interest in providing guidance and expertise in this field.

“It's a distinct pleasure to work with the new leadership team at AUC's School of Business. I had met with Dr. Sherif Kamel in San Francisco shortly before he was officially named dean, and I had the opportunity to learn firsthand of his vision for the school. In the ensuing year, I watched with admiration the way he went on to implement his vision, and decided without hesitation to accept the Brown Chair position to help him implement the Entrepreneurship and Innovation Program. This world-class program will undoubtedly help position AUC not only as a leading business school in the region, but also as a major and effective incubation and entrepreneurship center for promising startups. I look forward to partaking in its success.”

– Ossama Hassanein, board chair, Tech Wadi, Newbury Ventures, member of the dean's Strategic Advisory Board, the 2010 - 2011 Willard W. Brown International Business Leadership Chair at AUC's School of Business

Entrepreneurship Courses

Undergraduate Level

Entrepreneurship and Small Business Management

An interdisciplinary course combining skills from all areas of business. The creation of new business ventures with an emphasis on personal rather than corporate goals. Special focus on problems encountered by the entrepreneurs in the Middle East and development of solutions to those problems. Prepare students for careers in startups and small and large corporations. Understand the stages of business development to meet financial goals including preparation of feasibility studies for business startup.

Graduate Level

Entrepreneurship and Innovation

This course takes students through the various aspects of starting, managing, and growing a business. Whether to start a new venture, a new project, or develop an innovative way of management. This course will teach how to write a business plan, its benefits and how does it differs from a feasibility study. Opportunity identification, clear business and market definition, segmentation and entry, building a team and creating a suitable organizational form, avoiding common pitfalls, and various strategies for starting or growing a business, are among the numerous facets of entrepreneurship covered in the course. Methods employed include individual and group case analysis, writing a business plan, interviews with, and talks by, entrepreneurs, and profiling of successes and failures.

Strategic Management of Innovation

This course will study the theory and practice of innovation as a process and an outcome based on a comprehensive model of innovation which consists of three determinants: innovation, leadership, managerial levers and business processes. The course will examine the impact of accelerating innovation on cost, product quality and marketability; organizational changes required to couple R&D with marketing and commercialization; and the managerial skills and professional expertise needed to develop a sustainable innovation practice within an organization.

AUC CLUBS WITH SCHOOL OF BUSINESS ADVISERS

Association Internationale des Étudiants en Sciences Économiques et Commerciales

Faculty Adviser: Ahmed Tolba '97, '01, assistant professor of marketing

The Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC) is an international, nonpolitical, nonprofit, student-run, independent, educational foundation. It is a global network of 50,000 members across more than 107 countries and territories in more than 1,700 universities. AIESEC contributes to the community through youth exchange in order to develop individuals who are committed to international cooperation and understanding. It has an international platform enabling young people to discover and develop their potential in order to have a positive impact on society.

AIESEC provides AUC students with opportunities to work abroad as well as take part in exchange programs, community development, environmental awareness, international conferences and training workshops.

In Spring 2010, AIESEC-AUC participated in the NGO Fair (MAD Campaign) in Egypt to represent and provide information about its activities.

A Bite for Life

Faculty Adviser: Monal AbdelBaki '83, '88, visiting assistant professor of economics

Under the umbrella of the Department of Economics, a new student club named A Bite for Life has been established under the auspices of the UN World Food Programme (WFP). Through this club, AUC has joined the Universities Fighting World Hunger initiative, which is an international organization of student clubs aiming to achieve food security. The UN WFP trains members of the club to help in school-feeding programs and subsidized food fortification with iron and vitamins.



Entrepreneurs Society

Faculty Adviser: Sherif Kamel '87, '90, dean, AUC's School of Business

The Entrepreneurs Society (ES) is a student-led body founded in 2003. It focuses on enhancing entrepreneurial skills, supporting innovative students and investing in creative ideas introduced by passionate students who are ready to venture into the marketplace. This is established by conducting diverse educational and cultural activities.

ES aims to develop its participants through several means such as organizing general skill-enhancement and awareness programs. This is done by conducting a series of lectures and training sessions that aim to develop students' entrepreneurial skills and enable members of the AUC community to grasp real-life experiences that prepare them for what they might encounter in the future.

One of the main events organized was the business plan competition, during which students presented and argued in favor of their business proposals. It is an innovative attempt to integrate youth into the complex business world. Participants in the competition take part in a variety of seminars, training sessions and interactive lectures, learning all the technical points of writing a successful business plan. The winners of the competition receive a financial award and the acknowledgement of the Egyptian business community. This year, the prize of the competition was set at LE 50,000. There were 150 applicants, 20 finalists and two winners.

The ES seventh annual convention was held in Spring 2010, with 300 participating individuals, to develop entrepreneurial know-how in interested students. The convention consisted of five workshops in various businesses such as small business simulation as well as import and export simulation. The convention allowed its participants to explore the essence of entrepreneurship through training sessions and interactive discussions.

The Lead is a bi-weekly newspaper published by students. The Lead discusses issues related to AUC student life. In addition, it focuses on different topics such as business, news, entrepreneurship and product reviews. This year, students distributed more than 2,500 copies.

Events also included several awareness campaigns, a soccer league and a student-development program.

The European Training Foundation, the European Union (EU) agency supporting education and training in countries surrounding the EU, awarded the Entrepreneurs Society a gold medal for its efforts in promoting entrepreneurship learning.



AUC CLUBS

WITH SCHOOL OF BUSINESS ADVISERS

Finance and Investment Club

Faculty Adviser: Eskandar Tooma '98, associate professor of finance

The society helps students acquire knowledge about banking, finance and investment by organizing different activities with the business community. The primary activities included Meet the Faculty lecture series on finance, an open discussion on the global financial crisis and a mini-conference on global trade.

Citadel Capital Financial Services Center hosted several events with the Finance and Investment Club to promote student activities including stock market simulation and the AUC index.



International Conference on Global Economy

Faculty Adviser: Hamed Shamma '99, '02, assistant professor of management

Some of the annual student conferences at AUC have a community-service component. This includes the International Conference on Global Economy (ICGE), which focuses its work on serving the visually impaired through establishing micro projects for families and providing financial support.

The 10th ICGE was held from March 2 to 6, 2010 with more than 400 participants. The opening ceremony was by conducted by Ahmed Asaad, assistant officer at HSBC Bank, Egypt.

Conference activities included Saturday training sessions, junior council, a soft opening, a blood donation campaign, a seminar as well as a field trip to the stock market. There are eight councils: business crisis simulation, investment and commercial banking, audio visual advertising, global economic relations, stock market simulation, marketing and public relations, juniors council and image driving advertising.

Volunteers in Action

Faculty Adviser: Dina Rateb '84, associate professor of management information systems

Volunteers in Action (VIA) organizes educational and recreational events for orphans including providing literacy classes, micro-projects, and distributing clothes and food packages. VIA's latest project involved helping orphan brides furnish their new homes. VIA focuses on orphans in the area of Meit Okba.

VIA's main activities include:

- Outreach activities (conducted throughout the year): micro projects that help orphans in Meit Okba and weekly visits to orphanages
- Tagheez Arayes campaign (October – November 2009): collecting donations to purchase the needs of orphans who are getting married
- Iftar to Go campaign (August – September 2009): daily delivery of food to the needy in Ramadan
- Orphans wedding (November 21, 2009): charitable wedding for orphan brides and grooms
- Keswa campaign (August – September 2009): collecting used clothes and donating them to the needy during Ramadan and before Eid
- Children's Day (January 8, 2010): inviting Meit Okba orphans to a fun day at AUC
- Tamween Packs campaign (August – September 2009): packing raw food for distribution in Ramadan
- Charity concert (March 12, 2010): featuring Omar Khayrat to raise funds for the club in order to support more orphanages
- Children's Iftar (September 11, 2009): inviting orphanages to a Ramadan Iftar
- Community Service Day (April 18, 2010): to revive the promotion of recycling on campus

AUC CLUBS WITH SCHOOL OF BUSINESS ADVISERS

To get something done, you need to really want it and put your head and heart into it.

– **Nevine Loutfy '74**, managing director and CEO,
National Bank of Development Egypt

Accounting Link Club

Faculty Adviser: Khaled Samaha, assistant professor of accounting

The main aim of the club is to promote the accounting profession and to inform students of opportunities available in their accounting careers.

Some of the main activities held this year included the Accounting Link gathering, financial analysis lecture and the Accounting Link newspaper.

This is in addition to the eighth Accounting Link club simulation held on April 29, 2010, presented by Ernst and Young. The simulation lasted for two days (April 30 - May 1) with the attendance of an estimated of 155 participants from AUC, Ain Shams University, Cairo University and Misr International University (MIU). The simulation included an intensive session conducted by professional instructors from Ernst & Young followed by an exam.

The closing ceremony of the simulation included the announcement of the top twenty participants who were awarded a summer internship at Ernst & Young. The final competition was held to determine the top three winners who were to receive the monetary awards. Those were: Lina Sroor, AUC (first place), Heba Badawi, Ain Shams University (second place) and Ahmed Shaaban, Cairo University (third place).

AUC STUDENT INTERNSHIPS INITIATED BY THE SCHOOL OF BUSINESS



LG internship

Applicants should be senior students majoring in accounting or business administration, with a GPA of 3.0 or above, and have excellent communication, leadership and time management skills. Students who took part in this internship were Heba Ibrahim Hafez, Ola Ismail Mohamed, Christine Maged Salib and Maha Yasser Mohamed.



Ernst & Young internship

The closing ceremony of the eighth Accounting Link Club simulation, held on May 1, 2010, included the announcement of the top 20 participants who were awarded a summer internship at Ernst & Young. AUC students who took part in this internship were Yasmine El Hazek, Shady Jonas Fayed, Norane Abdel Halim, Sandro Tadros and Melody Kotchounian.



Energy Allied International

Candidates were required to be second or third-year students, business-related majors, with a cumulative GPA of 3.0 or more. They should have interest and/or experience in renewable energy and be fluent in spoken and written English and Arabic.

School of Business students who participated were Yara Hany El Zahaby, Lana Ashraf Rabie, and Farida Kamel.

Energy Allied International has offered to recruit AUC's School of Business interns to work on a biodigesters project until it is complete.



Shell Egypt summer training program

Applicants were required to be in their second or third year at the university and to have not joined the summer training program in previous years. They were also required to have good English and computer skills.

School of Business students who participated in this program were Nada Abdel Karim El Garraya, Nour Mohsen Zaki, Mira Mohamed Ahmed, Raghda Mohamed El Shafei, Salma Mahmoud El Maghraby, Alyaa Hussein El-Sabbah, Yara Mohamed Mahfouz, Rehab Taha Ali and Aya Ahmed Siam.

“AUC's School of Business is an integral part of our community in developing and empowering the best of Egypt's young minds and preparing our next generation of leaders who will be the hope for our country's future economic prosperity.”

– Dina Mofty '98, executive director, Injaz Egypt

The Year in



Review

PORTAL TO THE WORLD

AGREEMENTS, PARTNERSHIPS AND PROJECTS

Bloomberg Businessweek partnership

The School of Business has partnered with Bloomberg Businessweek in their B-School Connection Program. AUC's School of Business is one of 170 partner schools and the first partner school outside the United States to join the program, whose purpose is to promote professional business thinking and behavior among students by encouraging them to read, explore and understand current business issues and events on a global scale. The program involved 50,000 business students with access to Businessweek resources including case studies and faculty resources. Businessweek magazine (March 22 and 29, 2010) included a cover wrap on AUC's School of Business.



WAMDA www.wamda.com

Riyada Enterprise Development Limited (RED) is a wholly-owned subsidiary of Abraaj Capital Holdings Limited and is the owner, operator and developer of the Internet-based portal WAMDA, a dynamic, comprehensive and connected entrepreneurial platform supported by Abraaj. WAMDA aims to link entrepreneurs, innovators, facilitators and change makers in the region. Its main objectives include reshaping knowledge access for and in the capacity of small and medium-size enterprises in the region. AUC's School of Business has been chosen to be one of 50 founding partners.

Erasmus Mundus Partnership

The School of Business joined the Erasmus Mundus Partnership as an associated partner in the Erasmus Mundus QEM Master in Quantitative Economics and Finance (with several Nobel laureates in economics on the advisory board). The following eminent institutions are also associated partners of the Erasmus Mundus partnership: Paris School of Economics, Sciences Po, ESCP Europe, University of Tokyo, Fundacao Getulio Vargas, Seoul National University and University of Queensland. This partnership will give priority to School of Business alumni to enroll in the QEM Master with a scholarship scheme at the University of Paris, Universidad Autonoma de Barcelona, Universita Ca'Foscari Venezia and University of Bielefeld. Students enrolled in the QEM program will take courses at all consortium universities, and their degree will be issued by two consortium universities and Sciences Po Paris. Being an associated partner also allows for participation in network activities as well as the development of new exchanges for Erasmus-type study-abroad experiences for students in the QEM Program.

AUC's School of Business also joined the Erasmus Mundus Doctoral Program (EDEEM) as an associated partner. EDEEM is a three-year doctoral program in economics that brings together seven leading European institutions coordinated by the University of Paris 1 Pantheon-Sorbonne. All PhD students are jointly supervised by two advisers through an agreement between two universities in the consortium. The student must spend at least two semesters in each of the two degree-granting universities.

The Emerging Market Global Players Project

The Emerging Market Global Players project (EMGP) is a cooperative arrangement on sustainable international investment between AUC's School of Business and the Vale Columbia Center (Columbia Law School / Earth Institute, Columbia University) for the publication of an annual report on the top multinational enterprises headquartered in Egypt, ranked by their foreign assets (in addition to any other rankings).

AGREEMENTS, PARTNERSHIPS AND PROJECTS

Forum Euroméditerranéen des Instituts de Sciences Économiques (FEMISE)

The Department of Economics concluded a collaborative research project with the Forum Euroméditerranéen des Instituts de Sciences Économiques (FEMISE) on job quality and labor market stratification in which it was the lead institution. The department is also a partner institution with FEMISE in an ongoing project on foreign direct investment in the Mediterranean region.

Harvard Business

In 2009 - 2010, the Department of Economics offered a new graduate-level course on the economics of competitiveness, as part of the new affiliation with the Harvard Business School's Microeconomics of Competitiveness Course Network of the Harvard Business School.

Management Center (MC)

In 2009 - 2010, the Management Center's regional presence grew to include Jordan, Kuwait, Qatar, Saudi Arabia and the United Arab Emirates.

Main contracts include:



Information and Decision Support Center (IDSC) of the Egyptian Cabinet

The scope of the MoU is that IDSC shall provide the MC with continuous updates on the latest developments in the job market, market needs, employment policies and other issues that would need to be addressed through professional development programs. Additionally, the MC shall provide a number of scholarships in its public courses to participants nominated from the IDSC.



CHEMONICS

Support to Water and Wastewater Sector, Egypt

This contract involved cooperation with Chemonics International on the WWSS-USAID project for the development and implementation of a professional program in utility management involving managerial cadres in the Holding Company for Water and Wastewater. Successful participants will be granted a professional certificate in utility management.



LOGISTICS

Logistics for Consultations and Development, Saudi Arabia

The current cooperation agreement has been renewed until 2012. Logistics has been MC's learning partner since 2007, offering diplomas in healthcare and hospital management, human resource management and total quality management in Jeddah, Mecca and Abha.



Leaders Academy, Kuwait

Partnership agreement for joint implementation of long and short-run programs targeting top and middle management in the Global System for Mobile Communications and petroleum sector in Kuwait. It also includes marketing the MC programs in Kuwait.



AGREEMENTS, PARTNERSHIPS AND PROJECTS

Arab Bank

Providing tailored professional development programs to enhance the soft skills of people working in the banking sector in Egypt and the region.

National Bank of Egypt

Providing credit programs for the credit staff during 2010 - 2012.

Al Khafji Joint Operations, Saudi Arabia

Conducting the Six Sigma Green Belt Program.

Union for Human Resource Development in the Arab World

Cooperation agreement for joint implementation of training sessions, seminar, workshops, conferences and programs in the region.

Department of Economic Development, Abu Dhabi, United Arab Emirates

The renewal of the partnership agreement for a provisional leadership program to the government sector.

Skills Castle Academy, Egypt

Cooperation agreement for the implementation of the total quality management for the healthcare reform diploma in Tanta.

Future Vision, Saudi Arabia

Cooperation agreement for MC marketing professional development programs in the Kingdom of Saudi Arabia. Within this agreement, three runs of the People Management Workshop were conducted for SPIMACO (pharmaceutical) in Saudi Arabia.

Kenyon International and the Arab Air Carrier Organization, the Arab Region

For the development of a professional certificate in emergency response management in aviation, as a fourth addition to MC's aviation diplomas accredited by the Egyptian Supreme Council of Universities. These programs aim to support the aviation and travel industry in Egypt and the Arab world. Due to the wide acceptance of these programs, Kenyon International Emergency Services, the world's leading provider of specialist emergency response operational services and training, joined the consortium to develop a fourth specialized diploma on pilot emergency response management in aviation.



Amr Hamdy and Graham Williams while signing the partnership contract

Leadership and Management Development Center, Ministry of Investment, Egypt

Cooperation for the joint implementation of training sessions, seminars, conferences and related activities.



Amr Hamdy, Director, Management Center and Ashraf Ibrahim, Director, Leadership and Management Development Center signing the contract

Egyptian Medical Syndicate, Egypt

Cooperation to provide postgraduate diplomas in professional development, preparation for the United States medical licensing examination and the development of a certificate of quality for providers of healthcare services as well as the development of joint educational programs.

El-Ezz Group, Egypt

Provision of a contractual program, Professional Certificate in Advanced Management.

AGREEMENTS, PARTNERSHIPS AND PROJECTS

Women's Entrepreneurship and Leadership Program

The Women's Entrepreneurship and Leadership (WEL) Program was established in 2008 as part of a global initiative aiming to provide 10,000 underserved women with business and managerial education. As part of this initiative, Goldman Sachs has established partnerships between universities around the world. In this context, the center partnered with the Wharton School of Business, University of Pennsylvania, to co-design and deliver The 10,000 Women Entrepreneurship and Leadership Certificate Program for Egypt and the Arab world. In June 2009, WEL signed a memorandum of understanding with the Social Fund for Development to facilitate access to capital for graduates of the certificate program.

In its second year, WEL worked on translating and Arabizing the curriculum to ensure greater outreach to the Arab region. More than 1,000 applications were received in 2009 - 2010, of which 100 were selected and offered the scholarship. WEL capitalized on its partnership with the Social Fund for Development to reach out to female entrepreneurs all over Egypt. By the end of the 2009 - 2010 academic year, the total number of participants who graduated was 140.

The Experts in Residence Service is a new initiative launched by WEL in June 2010. It aims to provide graduates with one-on-one consultation with experts from different fields in an effort to enhance their business practices and skills. Experts were recruited from a wide range of fields and included academicians, business consultants and entrepreneurs.



Citadel Capital Financial Services Center

Community service activities, Chartered Institute for Securities and Investment Accreditation.

Citadel Capital Financial Services Center (CCFC) has partnered with the Chartered Institute for Securities and Investment (CISI) in London in an effort to offer a new concept of financial education and professional training. As a leading educational and professional training body, CISI aims to promote financial knowledge and pave the way for individuals starting their careers in the financial services industry. Sharing a common goal, the Citadel Capital Financial Services Center has successfully obtained CISI accreditation as an accredited training provider for the past three years. Recently, the center has applied to renew its accreditation in order to continue training professionals on CISI qualifications and diplomas.

CCFC's partnership with CISI will enhance the delivery of financial education at AUC. It contributes to bridging the gap between classroom learning and real-life practice, and adds to the credentials of AUC finance students. Obtaining CISI certification prepares participants for real-life challenges and enables them to compete in rapidly changing financial markets. Participants have the opportunity to participate in widely recognized training programs, sit for CISI qualifying exams and become accredited professionals by a leading training institute in the field of investment.



AGREEMENTS, PARTNERSHIPS AND PROJECTS

International Executive Education Institute

In partnership with world-class executive development providers, the International Executive Education Institute (IEEI) organized and conducted several events including:

Risk Management

Complete course on risk management with the Professional Risk Managers International Association (PRMIA) (October 25 – 29, 2009 and February 22 – June 8, 2010). Two risk management programs were developed in partnership with PRMIA; the first program was a five-day intensive course, while the second was a 60-hour, intensive program.

ICT

Business Development in the Networked Digital Industry Seminar in partnership with Marshall School of Business, University of Southern California USC, USA (4-5 November 2009). Program developed in partnership with the Marshall School of Business USC to provide fundamentals of designing business models for digital platforms.



Business Development in the Networked Digital Industry Seminar (November 4 – 5, 2009)

Executive Development Program (EDP)

IEEI Executive Development Program EDP (February – May 2010)

A four-month integrated, multi-partner modular executive development program developed in partnership with five of the world's top business schools and institutions:

- Rotterdam School of Management, Erasmus University, The Netherlands.
- IE Business School, Madrid, Spain.
- Center for Creative Leadership, Brussels, Belgium.
- Babson College, USA.
- Darden School of Business, University of Virginia, USA.



IEEI Executive Development Program, Cairo, Egypt, February 4 – May 22, 2010

Kellogg School of Management, AUC's School of Business Executive Development Program, Cairo and Chicago (June 13 - July 2, 2010)

Kellogg School of Management, Northwestern University, USA.

In its second year, the general management program included a one-week stay in Cairo, Egypt and two weeks in Chicago, USA.



Kellogg School of Management, AUC's School of Business Executive Development Program, Cairo and Chicago (June 13 - July 2, 2010)

AGREEMENTS, PARTNERSHIPS AND PROJECTS

Common Market for Eastern and Southern Africa (COMESA)

Third COMESA Investment Forum, Sharm El Sheikh, Egypt (April 12 – 13, 2010)

Egypt hosted the Third COMESA Investment Forum, organized by the COMESA in cooperation with Egypt's Investment Ministry. The aim of the forum was to promote trade and investment by the COMESA states through discussions between investors, business leaders and senior policy makers. IEEI represented AUC at the forum.

The TechWadi Global Entrepreneurship Forum

The TechWadi Global Entrepreneurship Forum, Lebanon (June 23, 2010)

The forum, held for the first time in Beirut at the Olayan School of Business (OSB) at the American University of Beirut (AUB), emphasized accelerating entrepreneurship and venture capital in Lebanon and across the Middle East North Africa region. It also offered networking opportunities with international investors, executives, entrepreneurs and policymakers.

Ghada Howaidy, director of IEEI, was a speaker at a panel discussion on "How to Launch from Solid Ground."

The EuroMoney Egypt Housing and Real Estate Finance Conference

The EuroMoney Egypt Housing and Real Estate Finance Conference, Egypt (June 15, 2010)

Ghada Howaidy, director of IEEI, moderated a panel on "Meeting International Best Practices through Education and Cooperation" at the conference.

Global Supply Chain

Global Supply Chain Management course (April 27- 29, 2010)

A program developed in partnership with the IE Business School in Spain, with the aim of improving operational performance in organizations through the successful integration of supply chain components.

Company-Specific Programs

- General Motors Egypt (June 2010 - February 2011) Star Program is an integrated program aiming to assist participants in grasping foundation concepts and their practical application.
- Africa Export Import Bank (July 2 - 3, 2010) Included a program titled Managing People for Improved Business Performance.
- Arab Bank (July 6 - 11, 2010) Two programs titled Credit Analysis Tools of Bank (July 6 – 7, 2010) and Capital Adequacy and Promotion of Financial Stability Program (July 10 – 11, 2010).

“We are working with the International Executive Education Institute at the American University in Cairo on a customized program to provide top end management inputs to our top talent group known internally as GM Egypt Star Program. I specifically liked the structure and execution of the program which is spread over five modules throughout the year. It allows participants to absorb, internalize and practice some of their leanings between sessions and come back with feedback for the rest of the group. The Curriculum is very well-rounded and really focused on practical knowledge.”

– **Rajeev Chaba,**
Chairman and Managing Director,
General Motors Egypt

AGREEMENTS, PARTNERSHIPS AND PROJECTS

El-Khazindar Business Research and Case Center

In collaboration with IGI Global, El-Khazindar Business Research and Case Center (KCC) finalized an agreement in February 2010 for a Case Series Journal. The first edition is to be published by Fall 2010. Seventeen long cases submitted for the project by different authors from Egypt and the MENA region are awaiting final publication.



Official launch of KCC, 8 February 2010
 (Left) Hisham El Khazindar '96, Co-Founder and Managing Director, Citadel Capital, Egypt
 (Right) Ahmed Tölba '97, '01, Assistant Professor of Marketing, Director of KCC, AUC

“The AUC Business School, with its impressive array of outstanding university and corporate partners, is transforming itself into a major center of excellence where both regional and international researchers and students can find an environment conducive to learning and the exchange of ideas. I am proud to be a friend of the AUC business school.”

– G. Harindranath, senior lecturer in management information systems and director, Royal Holloway MBA in Hong Kong, School of Management, Royal Holloway, University of London



A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Monal AbdelBaki '83, '88
Visiting Assistant Professor of Economics

- Elected as a member of the International Centre for Banking and Corporate Governance of the National Bank of Ukraine.
- Consultant to the United Nations World Food Programme (WFP).
- Participated as a delegate in the COMESA Investment Forum, April 2010.
- Helped organize the United Nations Walk the World event, AUC, June 6, 2010.
- Participated in the EuroMoney Egypt Housing and Real Estate Finance conference, June 15, 2010.
- Presented a paper titled “Subsidies and Alternative Public Policy Approaches to Food Security: An Empirical Application to Egypt” at the International Association of Schools and Institutes of Administration Conference, Bali, Indonesia.
- Presented a paper titled “Overcoming Challenges to Human Well-being: A Public Choice Application to Egypt” at the International Institute of Administrative Sciences Conference, Bali, Indonesia.
- Delivered a lecture about new anti-money laundry laws in Egypt at the International Conference on Financial Crime and Terrorism Financing, Kuala Lumpur, Indonesia, July 2010.



Galal Amin
Professor of Economics

- Delivered the Qostantine Zoreiq lecture titled “The Future of Arab Nationalism,” organized by the Foundation of Palestinian Studies, Beirut, March 2010.



Marina Apaydin
Assistant Professor of Management

- Conducted a case-writing workshop with a focus on corporate sustainability, organized by El-Khazindar Business Research and Case Center, AUC, April 18, 2010.

Conducted several workshops during the year including note taking and speed reading, how to solve a business case, and how to get and ace a job interview.

- Participated in Science with Africa (SWA) II conference organized by UNICA, Addis Ababa, Ethiopia, June 23-25, 2010.

The second Science with Africa conference titled Science, Innovation and Entrepreneurship addressed specific themes examining ways of promoting innovation and entrepreneurship through science, technology and innovation policies.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Mohga Badran '85
Professor of Management and Chair of the Department of Management

- Trainer at a program titled Train the Trainer, Arab Women Organization, Arab League, Cairo, Egypt, January 24 - 28, 2010.
- Trainer at a program titled Principles of Project Management, Arab Women Organization, Arab League, Cairo, Egypt, March 28 - April 1 2010.
- Participated as a member of the Egyptian delegation to the Global Reporting Initiative (GRI) - Amsterdam Global Conference on Sustainability and Transparency, Amsterdam, Holland, May 26 - 28, 2010.
- Attended the Academy of Management annual meeting, Montreal, Canada, August 6 - 10, 2010.



Adel Beshai '63
Professor of Economics

- Invited by the University of Bologna (along with a professor from the United Kingdom and another from China, as well as three scholars) to deliver a lecture to graduate students and faculty members as part of the university's new MA program in development and innovation. The lecture was titled "End of the Cheap Food Era?" Italy, March 2010.
- Participated as a major discussant and active member in the XXII edition of the Villa Mondragone Economic Conference, which is the highest level economic conference in Italy devoted to economic issues of important policy relevance, Italy, June 2010.
- In accordance with the agreement between AUC and the University of Rome (2006), Adel Beshai lectures every year for the graduate program at the University in Rome. In June 2010, Beshai and Professor D. Salvatore were voted by students as the best professors of the year, and their module of international economics was largely successful.



Khaled Dahawy '90
Director of MBA Programs and Associate Professor of Accounting

- Participated in the Association for Global Business, International Academy of Linguistics, Behavioral and Social Sciences annual research, Orlando, Florida, USA, November 12 - 15, 2009.
- Attended The Role of the Quality Control on the Auditing Profession, Egyptian Accounting Association, Cairo, Egypt, December 21 - 22, 2009.
- Attended The New Real Estate Tax in Egypt, Al-Ahram Center for Political and Strategic Subjects, Al-Ahram Foundation, Cairo, Egypt, December 23 - 24, 2009
- Speaker at the 33rd European Accounting Association Annual Conference, Istanbul, Turkey, May 19 - 21, 2010.
- Speaker at the American Accounting Association (AAA) annual meeting and conference on teaching and learning in accounting, San Francisco, USA, July 31 - August 4, 2010.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Hala El Ramly '85
Associate Professor of Economics and Chair of the Department of Economics

- Participated in the Business Climate Development Strategy of Egypt conference, organized by the Ministry of Investment in cooperation with The Organization of Economic Cooperation and Development (OECD) and The European Commission in Cairo, Cairo, Egypt, October 12, 2009.
- Participated in the 16th annual conference of the Economic Research Forum, Cairo, Egypt, November - 9, 2009.
- Participated in the annual conference of the Forum Euro-Mediterranean des Instituts Economiques (FEMISE), Brussels, Belgium, November 14 - 15, 2009.
- Presented "A Re-examination of Income Convergence among Arab Countries" at the 30th Annual Conference of the Middle East Economic Association, which was held in conjunction with the 2010 annual convention of the Allied Social Science Association (ASSA), Atlanta, Georgia January 3 - 6, 2010.
- Participated in a workshop titled Situation Analysis: Cairo Agenda for Action on Aid Effectiveness, Cairo, Egypt, May 17, 2010.
- Participated in the launch conference of the seventh annual Egyptian Competitiveness Report titled Green Egypt: A Vision for Tomorrow, organized by the Egyptian National Competitiveness Council, Cairo, Egypt, May 24, 2010.
- Participated in the United Nations Walk the World event, AUC, Cairo, Egypt, June 6, 2010.
- Participated in the launch conference of the Egypt Human Development Report 2010 titled Youth in Egypt: Building our Future, Cairo, Egypt, June 27, 2010.



Maha El-Shinnawy '84 '86
Professor of Management, Director of the Goldman Sachs Women's Entrepreneurship and Leadership Program

- Invited to speak at the Entrepreneurship in Higher Education seminar, AUC, Cairo, Egypt, March 2009.
- Invited as a speaker at the International Women's Entrepreneurship and Leadership Summit, promoting female entrepreneurship in the Arab region, Istanbul, Turkey, June 2009.
- Invited as a panel speaker at the Leadership Academy, accessing capital for female entrepreneurs, New York, USA, July 2009.
- Invited as a participant at the Management Accelerated Program, INSEAD, France, September 2009.
- Keynote speaker at the Arab Women's Leadership Summit, United Arab Emirates, January 2010.



Abeer Elshennawy
Assistant Professor of Economics

- Invited as a participant in the Cairo Agenda for Action Situation Analysis, Consultation with CSOs and Business, Cairo, Egypt, May 17 - 18, 2010.
- Invited as a participant in the launch conference of Egypt's Human Report titled Youth in Egypt, Building our Future, Egypt, June 27, 2010.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Stephen Everhart
Associate Dean of the School of Business

- Delivered an AUC 101 presentation at the AACSB's Small Schools Forum in Baltimore, USA, September 2009.
- Presented a seminar and review of a green energy project under development at AUC, a biodigester with the Desert Development Center (DDC), at the United States Trade Development Agency in Washington, DC, September 2009.
- Served as the keynote speaker at the Project on Middle East Democracy conference, delivered the keynote speech on human security and economic development at the November 2009 Project of Middle East Development (POMED) conference.
- Delivered the keynote speech titled "Finding the Exit: Turning Venture Capital into an IPO" at the African Venture Capital Association's annual meeting, November 2009.
- Served as a panelist and discussant for the Islamic Countries Conference on Statistical Sciences (ICCS-X) session on governance and indicators, December 2009.
- Led the project finance panel at the Renewable Energy and Clean Technology International and Investment conference convened by the Overseas Private Investment Corporation (OPIC), New Delhi, India, May 2010.



Shawki Farag
Professor of Accounting and Chair of the Department of Accounting

- Participated at Yale Arab Alumni Association event, American University of Beirut, Lebanon, October 2 - 4, 2009.
- Chair at the European Accounting Association (EAA 2010), Istanbul, Turkey, May 19 - 21, 2010.
- Speaker at the METU-BU conference, Middle East Technical University, Ankara, Turkey, June 2010.
- Speaker at American Accounting Association (AAA) annual meeting, San Francisco, California, USA, July 31 - August 4, 2010.



Medhat Hassanein
Professor of Finance and Banking and Egypt's former Minister of Finance

- Selected to serve on the Commission for the Legal Empowerment of the Poor, formed by the United Nations Development Programme (UNDP).
- Selected to serve on the Joint Committee on the Remuneration of Executive Directors and their alternates (JCR) of the World Bank and the International Monetary Fund.
- Organized and chaired a session by John Kasarda, Kenan Distinguished Professor of Management, Strategy and Entrepreneurship, University of North Carolina titled "The Cairo Aerropolis: Providing Egypt's 21st Century Competitive Edge," on December 3, 2009. The lecture was given to 350 top executives and middle managers of the public and private civil aviation sector in Egypt. The Egyptian Minister of Civil Aviation was the discussant at the lecture. Hassanein gave a complementary presentation titled "Financing Models of Aerropolis: The Case of Egypt".
- Participated, together with UNDP's regional office in Cairo, in organizing a roundtable discussion titled "Regional Implementation of the Pillars of the Legal Empowerment of the Poor Report," Cairo, Egypt, December 13, 2009. This was attended by government officials from the Middle East and North Africa region, representatives from the private sector, parliamentarians, press representatives, lawyers and academicians.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Tarek Hatem
Professor of Management

- Participated in and organized the Conference on Promoting Entrepreneurship in the Global Economy: The Role of Education, Policy and Research, with experts from the International Council of Small Business (ICSB), Cairo, Egypt, October 19, 2009.
- Participated at the KMD Method for Media Innovators (creative global leaders of creative industries), Tokyo, Japan, November 2 - 7, 2009.
- Participated and organized a workshop titled The Essential Elements of Education and Training for Future Entrepreneurs and SME Owners, Industrial Modernization Center, Cairo, November 16 - 18, 2009.
- Panelist at Best-Practices in Entrepreneurship Policy (B-PEP), Arab-regional conference hosted by the Dubai School of Government, Dubai, United Arab Emirates, November 19 - 20, 2009.
- Participated in the Middle East Council for Small Business and Entrepreneurship (MCSBE) and the International Development Research Centre (IDRC)'s Entrepreneurship Policy Seminar titled "Looking Forward: Entrepreneurship Policies for Egypt," Cairo, Egypt, December 3, 2009.
- Participated in the Egyptian Competitiveness annual conference, Cairo, Egypt, February 2010.
- Lead academic faculty presenter at the strategic planning workshop for the Ministry of Tourism, Dubai School of Government, February 2010.
- Lead academic faculty presenter at the strategic planning workshop for the Department of Electricity and Water Authority (DEWA), Dubai, March 2010.
- Lead academic faculty presenter at the strategic planning workshop for the Department of Electricity and Water Authority, Dubai School of Government, April 2010.
- Presenter of "Strategies to Foster Greater Creativity and Innovation Actions in Egyptian Firms," at the 17th annual AUC Research Conference, April 2010.
- Presenter of the "Design and Implementation of Youth Entrepreneurship Programs" at Making Youth Entrepreneurial, organized by the International Labor Organization (ILO), Sharm El Sheikh, Egypt, May 5 - 7, 2010.



Ahmed Kamaly
Associate Professor of Economics

- Invited and participated in the Organization for Economic Co-operation and Development (OECD) Global Forum on International Investment, Paris, France, December 2009.
- Presented a paper titled "Does FDI Crowd in or out Domestic Investment? The Case of Egypt" at the Middle East Economic Association meeting, Atlanta, USA, January 2010.
- Presented a paper titled "Modeling Total Factor Productivity in Developing Countries: The Case of Egypt" and chaired a session in the Third Euro-African Conference of Finance and Economics, University of Sorbonne, Paris France, June 2010.



Maha Mourad '95, '99
Assistant Professor of Marketing

- Participated in the Promoting Equity in Higher Education Conference at the Higher Education Academy, Nottingham, United Kingdom, January 27 - 28, 2010.
- Participated in the International Conference on Higher Education Marketing at the Academy of Marketing, Southampton, United Kingdom, March 29 - 31, 2010.
- Participated in the 21st International Conference on College Teaching and Learning, Florida, USA, April 19 - 23, 2010.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Sherif Kamel '87, '90
Dean of the School of Business

- Participated in the London School of Economics Alumni Association Leadership Forum, London, UK, September 25 - 26, 2009.
- Participated in the Eisenhower Fellowships Conference on Energy, the Challenges for Environment and Security, Paris, France, October 1 - 2, 2009.
- Participated in the Association to Advance Collegiate Schools of Business (AACSB International) New Deans Seminar, Tampa, Florida, USA, October 25-28, 2009.
- Presented in the Social Network Systems Panel, Proceedings of the 8th Global Mobility Roundtable on Transforming Through Mobility, Cairo, Egypt, November 1-3, 2009.
- Participated in the Partners for Development, Experience of the Italian-Egyptian Debt Swap Program in the Consultation on Policy Options for Dealing with the Impact of the Financial Crisis on the External Debt of Developing Countries Meeting, United Nations Department of Economic and Social Affairs, Financing for Development Office, Geneva, Switzerland, November 13, 2009.
- Presented in the Workshop on Research on Access to Knowledge and Development, Proceedings of the 4th Internet Governance Forum, Sharm El Sheikh, Egypt, November 14 - 18, 2009.
- Presented in the Business Faculty, Recruitment, Deployment and Development Panel, AACSB International World Class Practices in Management Education Conference, Dubai, UAE, December 6 - 8, 2009.
- Presented in the Education in Egypt: Challenges and Opportunities Panel, Alliance of Civilizations International Fellowship Program, British Council, Egypt, March 8, 2010.

- Presented in the Accreditation, Quality Assurance and Continuous Improvement at the Management Center of the School of Business, 3rd Annual Healthcare Quality Accreditation Symposium, Faculty of Medicine, Alexandria University, Egypt, April 1, 2010.
- Participated in the Presidential Summit on Entrepreneurship, Washington, D.C, USA, April 26 - 27, 2010.
- Participated in the ICT Solutions Using Entrepreneurship and Innovation, Panel on Innovative Solutions to Youth Challenges, Launching of the Egypt Human Resource Development Report 2010. Youth Egypt: Building Our Future, United Nations Development Program and Institute of National Planning, Ministry of Economic Development, Egypt, June 27, 2010.
- Participated in the Association to Advance Collegiate Schools of Business (AACSB International) Strategies for High-Performing B-Schools: A Seminar for Experienced Deans, Chicago, Illinois, USA, July 25 - 28, 2010.
- Participated in the Academy of Management Annual Meeting on Dare to Care, Passion and Compassion in Management Practice & Research, Montreal, Canada, August 6-10, 2010.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Nagla Rizk '83, '87
Associate Professor of Economics, Director of the Access to Knowledge for Development Center (A2K4D)

- Invited by Harvard Law School to lecture to Professor Yochai Benkler's students on "Intellectual Property and Access to Knowledge: The Case of The Creative Industries in Egypt." Presented research on access to knowledge in Egypt, and moderated the session on free culture in society at a workshop on free culture research, Cambridge, Berkman Center for Internet and Society, Harvard Law School, October 22 - 23, 2009.
- Presented a "Technology Transfer or Adaptation in the Arab World", panel held within the launch of the 2009 Arab Knowledge Report, hosted by the Arab Strategy Forum, United Nations Development Programme and Al Maktoum Foundation, Dubai, United Arab Emirates, October 28 - 29, 2009.
- Presented on "Prospects for Regional Research projects on Access to Knowledge (Information Technology) and Knowledge-Embodied Goods (Access to Medicines)" at a roundtable discussion organized by Bloomsbury Qatar Foundation Publishing, Doha, Qatar, October 31 – November 1, 2009.
- Participated in a workshop entitled Intellectual Property, Competition and Human Rights at the Internet Governance Forum, organized by Abbe Brown from the University of Edinburgh, Sharm El Sheikh, Egypt, November 18, 2009.

- Selected by the United Nations Development Programme and Casa Arabe of the Spanish Ministry of Foreign Affairs to represent the authors of the 2009 Arab Knowledge Report. Gave a presentation titled "Enabling Environments for Arab Knowledge – Freedoms, Knowledge Production and Measurement." Spain, April 28 - 29, 2010.
- Invited to Women Arab Techies, Beirut, Lebanon, May 11 - 14, 2010 to talk about access to knowledge and discuss a regional project of the A2K4D center focusing on open-source software.
- Participated in the First Middle East and Africa Open-Source Software Technology Forum, June 15 - 16, 2010. Assisted in writing and editing the English version of the Concepts Declaration of the forum.

“I appreciate the fresh outlook and the momentum that has taken place at the school over the past year. I look forward to further outcomes of such dynamism in the next couple of years.”

– Nagla Rizk '83, '87
Associate Professor of Economics, AUC

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Mona Said '89, '91
Assistant Professor of Economics

- Presented “Trade liberalization and Labor Rewards in Egyptian Manufacturing: Is There a Wage-Job Quality Tradeoff?” at a Workshop on Economics of the Mediterranean and the Euromediterranean Process organized by CREMed (IEMed and Barcelona GSE) and the European Institute (LES), Barcelona, Spain, July 16 - 17, 2010.
- Participated in the Third World Congress for Middle Eastern Studies, organized by the IEMed, the Universitat Autònoma de Barcelona (UAB) and the Government of Catalonia, Barcelona, Spain, July 19 - 24, 2010.



Abdelkrim Seghir
Assistant Professor of Economics

- Visited the University of Nova in Lisbon, Portugal, April 15 – May 4, 2010.
- Started a research project with Professor Mario Rui Pascoa, chairman of the Economics Faculty Council, on credit markets and default.
- Visited the Department of Economics at the University of Chile, Santiago, May 10 – 31, 2010.
- Started a research project in collaboration with Professor Juan Pablo Torres-Martinez, academic director of graduate programs in economics, on credit markets and restricted financial participations.
- Presented a paper titled “Ponzi Schemes, Equilibrium and the Elasticity of Credit Constraints” at the Third Euro-African Conference in Economics and Finance, University of Paris 1, Pantheon-Sorbonne, June 2010.



Tarek Selim '92, '95
Associate Professor of Economics

- Invited to participate at Competitiveness and Economic Policy: Methodology and Prospects for Business Development, Dubai Economic Council, Dubai, 2009.
- Speaker at the Forces of Competition and their Implications for Egyptian Competition Policy workshop, Egyptian Competition Authority, February 2010.
- Speaker at the Market Concentration Ratios and their Use in Competition Policy seminar, Egyptian Competition Authority, Cairo, March 2010.
- Speaker at the Market Structure: Damage of Monopoly Power workshop, Egyptian Competition Authority, Cairo, March 2010.
- Keynote speaker at the Techno-economic Analysis for Egyptian Nuclear Energy, International Conference on Engineering Solutions for Sustainable Development, New Cairo, April 2010.
- Speaker at the Market Concentration Ratios and their Use in Competition Policy workshop, Egyptian Competition Authority, Cairo, April 2010.
- Speaker at the Market Structure: Oligopoly and Cartel workshop, Egyptian Competition Authority, Cairo, April 2010.
- Invited to participate in Toward a New Energy and Environmental Policy for Egypt: Development of Clean Sources in an Emerging Economy, Indian Council for Research on International Economic Relations (ICRIER), New Delhi, India, May 2010.
- Presented the Market Monitoring System, Egyptian Competition Authority, Cairo, May 2010 .
- Speaker at the Market Evolution and Blue Ocean Strategy: Implications for Competition Policy workshop, Egyptian Competition Authority, Cairo, June 2010.
- Speaker at The Culture of Competition in Egypt, Egyptian Competition Authority panel symposium at the Egyptian Media Syndicate, Cultural Awareness Section, Cairo, Egypt, June 2010.
- Participated as a faculty affiliate at the Microeconomics of Competitiveness (MOC) Faculty Affiliation Program, Harvard Business School, Institute for Strategy and Competitiveness, Cambridge, Boston, USA.

A SAMPLE OF FACULTY PARTICIPATION IN LOCAL, REGIONAL AND INTERNATIONAL EVENTS



Wafik Younan
Associate Professor of Economics

- Presented “Moments of Order Statistics of a Generalized Beta and Arcsine Distributions with Some Special Cases” at the Tenth Islamic Countries Conference on Statistical Sciences (ICCS-X), AUC, Egypt, December 20 - 23, 2009 (to appear in the conference proceedings).
- Presented “Moments of Order Statistics of a Generalized Normal Distribution” in the Ninth International Conference on Ordered Statistical Data and its Applications (OSDA), Zagazig University, Egypt, July 11 - 13, 2010 (appeared in the book of abstracts).



Samir Youssef
Professor of Management and International Business

- Chosen by the United Nations Development Programme (UNDP), among case-study writing experts from a number of countries including India, Turkey, Iran, Ukraine, Morocco and Tunisia, the Growing Inclusive Markets Project. The project aims to engage low-income consumers in private business activities.

Authored two case studies funded by UNDP to be used as business models across Egypt and other developing countries.

- Attended conference organized by the Eurasia Business and Economic Society (EBES), Istanbul, Turkey, May 26 - 28, 2010 and presented a paper titled “Structural Requirements of IT Outsourcing,” which was published in the abstract proceedings of the conference.

- Attended the fourth biennial conference of the Academy of World Business, Marketing and Management Development (AWBMAMD), hosted by The University of Oulu Business School and the Martti Ahtisaari Institute of Global Business and Economics, University of Oulu, Finland, July 12 - 15, 2010.

Youssef presented a paper titled “Applying the Porter’s Diamond to the Development of IT outsourcing Industry in Egypt.” The abstract was published in the proceedings book, and the full paper was published in a proceedings CD.

STUDENT EXPOSURE

Third Festival of Thinkers Conference (Abu Dhabi, November 4 - 5, 2009)

For the first time, Stephen Everhart, associate dean of the School of Business and two of AUC's top business students — Rosetta Wahba '10 and Mohamed Bahaa '10 — were hosted by the government-sponsored Festival of Thinkers conference held at the United Arab Emirates. This biennial event is a platform to foster and celebrate thinking among youth of the region, allowing them to share ideas and thoughts with a total of 15 Nobel Prize winners, plus 1,000 leaders from the world stage including HM Carl XVI Gustaf King of Sweden; Cherie Blair; Mike Moore, former prime minister of New Zealand; Lady Barbara Judge, chair of the UK Atomic Energy Authority; and Fidel Castro Diaz-Balart of Cuba.



AUC School of Business banner displayed at SWA II exhibition, Addis Ababa, Ethiopia, June 23-25, 2010

Collaboration between business students at the American University in Cairo (AUC) and students from the Information, Science and Technology College (IST) at Pennsylvania State University (PSU) on a global team project (January – May 2010)

The project was initiated by PSU, IST College as part of a course titled Human Diversity in the Global Information Economy. Half of the course was dedicated to global diversity, where teams of PSU students worked with a team of students in another country viewed as domain experts about an information system that requires knowledge of national context. PSU students worked as information analysts and AUC students as context experts. At the end of the project, PSU students were required to develop a conceptual design of a website that targets Egyptian users.

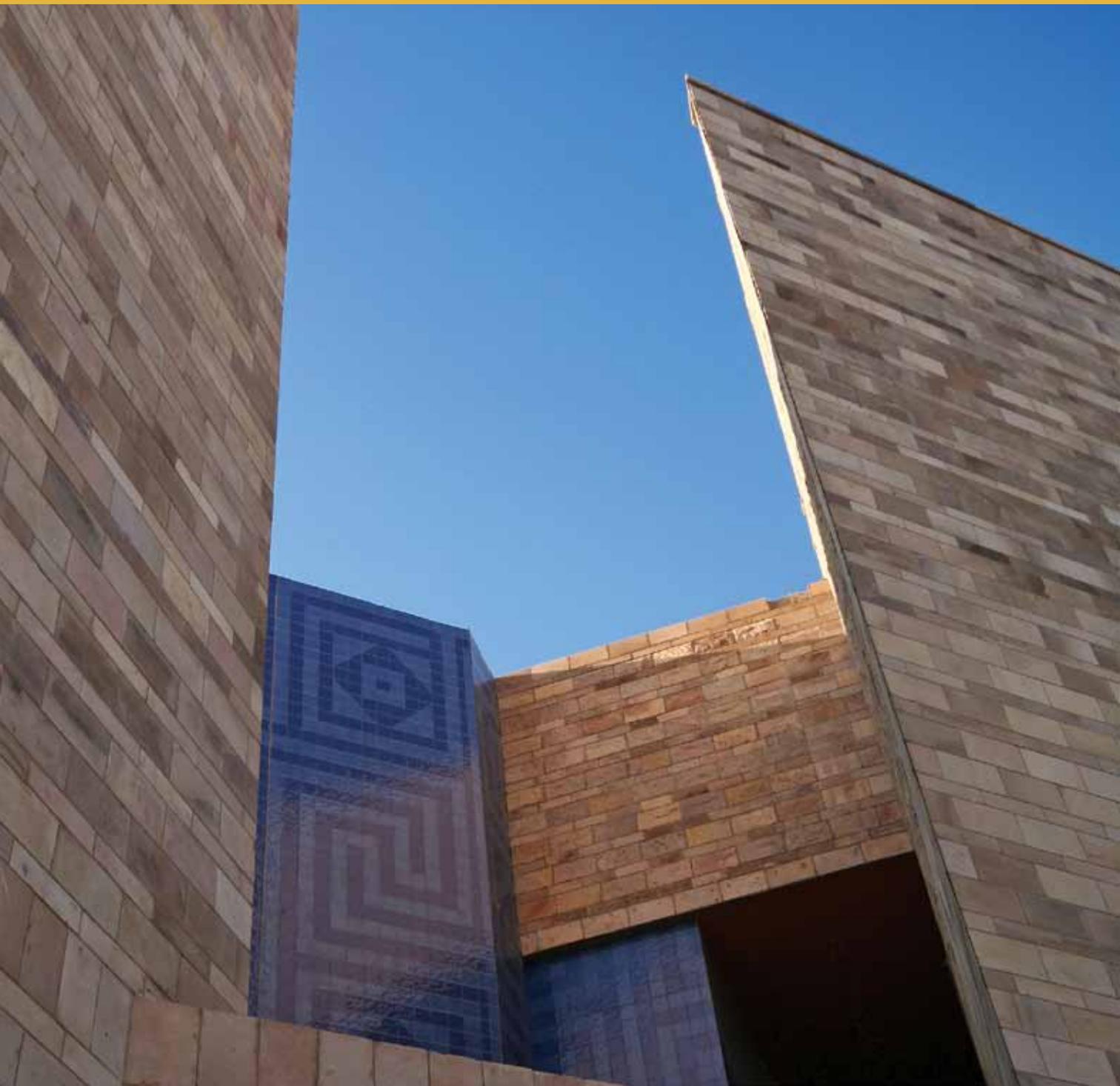
This project was led by Hoda Hosny, professor of management of information systems and Nahed Amin, assistant professor of management of information systems, AUC.

Video conference session on food security issues with Auburn University (April 27, 2010)

Video conference between Econ 414 (Economics of Egypt) class of Monal Abdel Baki, visiting assistant professor of economics, and Professor Douglas Coutts' class at Auburn University was held as a method of sharing learning experiences and enhancing interactive learning with venerable U.S. institutions.

South American Business Forum (SABF) (Argentina August 6 - 9, 2010)

Farida Kamel, who is double majoring in business administration and economics, participated in the SABF in 2010. Each year the forum receives 100 outstanding university students from around the world, together with 40 leaders in business, political and academic areas. The 2010 event explored topics of global relevance with the aim of encouraging dialogue and interaction between current and future leaders in order to contribute to the development of the region.



“My experience at AUC was truly an overwhelming one. I got exposed to plenty of opportunities that helped shape my character and develop my networking and professional skills. Being part of the School of Business was a life-changing experience, not only in terms of learning from professors with diverse backgrounds and teaching orientations, but also from the various training and exchange opportunities offered by the school. All these experiences are accessible to anyone who seeks to leave an impact on Egypt’s economic development.”

– **Mariam Beshay,**
School of Business Finance Graduating Senior

INTERNATIONAL STUDENT VISITS

Columbia Business School, Columbia University MBA Student Visits - January 2010

AUC's School of Business received a delegation of students and faculty from the MBA program at the Columbia Business School, Columbia University, USA on January 10 2010, as part of the international requirement of their MBA.

Members of the delegation attended four lectures at AUC titled "Status and Development of the Egyptian Stock Market" by Osama Mourad, chief executive officer, Arab Finance Company; "Status of the Suez Canal and its Role in the Egyptian Economy" by Tamer El Nashar, Suez Canal Authority; "The Banking Industry in Egypt and the impact of privatization" by Monal Abdel Baki, visiting assistant professor of economics, AUC; and "The Energy Sector in Egypt" by Khalid Abou Bakr, chief executive officer, Taqa Company.

Sherif Kamel, dean of the School of Business, gave a presentation highlighting AUC's history and role within the region. Khaled Dahawy '90, director of MBA programs and associate professor of accounting, accompanied the delegation on a visit to Vodafone Egypt.

Russian scholar and student visit – February 2010

The group consisted of six students from the Peoples' Friendship University of Russia who are studying international economics and finance. The delegation visited the AUC campus, the School of Business as well as the university residences, and gave a brief presentation on Russia and its economy.



Columbia Business School student visit, January 10, 2010

INTERNATIONAL STUDENT VISITS

Darden School of Business, University of Virginia MBA Student Visits - March 2010

AUC's School of Business received a delegation from the Darden School of Business, University of Virginia on March 8, 2010. The visit included 25 of the top students at the Darden School of Business as well as three of its faculty members.

Members of the delegation attended four lectures at AUC titled "Information Technology in Egypt" by Sherif Kamel, dean of the School of Business; "Status and Development of the Egyptian Stock Market" by Osama Mourad, chief executive officer of Arab Finance Company; "The Banking Industry in Egypt and the Impact of privatization" by Monal Abdel Baki, visiting assistant professor of economics, AUC; and "The Corporate Responsibility" by Dina Sherif, associate director of the John D. Gerhart Center for Philanthropy and Civic Engagement.

University of North Florida (UNF) business student visit - March 2010

Ahmed Tolba '97, '01, assistant professor of marketing, organized an exchange program between his international marketing undergraduate students and international business students at the University of North Florida (UNF). Students exchanged ideas through Blackboard during the semester. Then, UNF students visited AUC in March 2010, and a full-day panel took place. Students discussed and presented specific international business topics, and prominent guest speakers contributed to the discussions.



Darden School of Business student visit, March 8, 2010

DISTINGUISHED INTERNATIONAL VISITORS AND EVENTS

Daniel L. Shapiro, Harvard business professor, visited the School of Business and met with Stephen Everhart, associate dean of the School of Business, during his visit to Egypt, October 18, 2009.

The Honorable Gerry Weiner PC, former minister of immigration and citizenship of Canada, and director of investor relations-Pace Global Advantage, conducted a seminar titled "Canada and the Economic Global Crisis: A Landscape for Opportunity," along with David Turnbull, CFP, CFA, MBA, director of financial planning and investments at Pace Global Advantage, as well as founder and chief executive officer of ARCH CAPITAL, INC., October of 2009.

The International Executive Education Institute organized the eighth Global Mobility Roundtable conference (GMR), Cairo, November 1 - 3, 2009. GMR brings together experts and decision-makers from industry, academia and policy-making agencies. It aims to build and support sustainable international networks of researchers and practitioners working in the mobile communications and wireless data industry.

Masood Ahmed, director of the Middle East and Central Asia department of the International Monetary Fund, was invited by the Department of Economics to give a lecture at AUC on "Economic Outlook of the Middle East Region," November 9, 2009.

The Women's Entrepreneurship and Leadership Program organized two panel discussions to celebrate Global Entrepreneurship Week, during the week of November 15, 2009.

BNP Paribas held a daylong recruiting event for School of Business students and conducted a seminar on their annual investment challenge. Their visit to AUC was their first foray outside continental Europe, and the School of Business was the only Middle Eastern university invited to participate, November 24, 2009.

Olivier Blanchard, economic counselor and director of the research department of the International Monetary Fund, was invited by the Department of Economics to give a lecture at AUC titled "The Crisis: Past, Current and Future," December 7, 2009.

Elizabeth Fletcher, AACSB's leading expert on assessment and assurance of learning, led a two-day conference on assessment and assurance of learning for School of Business faculty, December 2009.

DISTINGUISHED INTERNATIONAL VISITORS AND EVENTS

Sherif ElKholi, managing partner of Actis Capital, held a seminar on venture capital opportunities in Egypt and the region, December 2009.

Dipak C. Jain, former dean and professor of marketing and entrepreneurial studies, Kellogg School of Management, Northwestern University, USA and member of the dean's strategic advisory board, held a lecture titled "The Future of Marketing" in collaboration with the American Chamber of Commerce in Egypt, February 7, 2010.

George Yip, dean of the Rotterdam School of Management, Erasmus University, The Netherlands, and member of the dean's strategic advisory board, held a lecture titled "Internationalization of Business Schools" in February 2010.

Günter Busch, School of Environmental Science and Process Engineering, Brandenburg University of Technology Cottbus (BTU), Germany, held a renewable energy seminar titled "Producing Biogas from Waste," March 1, 2010.

Hassan Aly, chief research economist at the African Development Bank, was invited by the Department of Economics to give a lecture at AUC titled "Africa's Recovery from the Global Recession: Opportunities and Challenges," March 3, 2010.

Nina Fedoroff, Hillary Clinton's science and technical adviser, had a meeting at the School of Business with Stephen Everhart, associate dean of the School of Business and Sherif Kamel, dean of the School of Business, during her visit to AUC on April 15, 2010.

R. Edward Freeman, professor of business administration, Darden Business School, University of Virginia, USA, held a lecture titled "Putting Business and Ethics Together: How Corporate Governance Can Improve Your Bottom Line," in collaboration with the American Chamber of Commerce in Egypt, in May 2010.

Stephen Thomas, CASS Business School, City University London, United Kingdom, held a lecture titled "The Financial Services Industry Post Crisis: The UK Perspective" in collaboration with the Egyptian Institute of Directors on June 7, 2010.

The School of Business hosted the third annual Islamic Finance News (IFN) roadshow. This daylong educational event, which traveled to 17 countries, provided an opportunity for banking professionals, government bodies, insurance companies, lawyers, consultants and other experts to understand the role they play in the global growth of the industry, June 9, 2010.

DISTINGUISHED INTERNATIONAL VISITORS AND EVENTS

Gabriel Hawawini, The Henry Grunfeld Chaired Professor of Investment Banking, professor of finance and former dean at INSEAD, France, received an honorary doctorate from AUC. Hawawini delivered the commencement address at AUC's graduate commencement ceremony held on June 16, 2010. He also gave a lecture titled "The Greek Crisis and the Future of the Euro" on June 17, 2010, in collaboration with the American Chamber of Commerce in Egypt.

Randy Folks, associate dean of the Moore School of Business, University of South Carolina, visited AUC and met with Sherif Kamel, dean of the School of Business as well as Stephen Everhart, associate dean of the School of Business, on July 1, 2010. The University of South Carolina, which has been ranked as number one, two or three for the past 21 years in U.S. News & World Report ranking of international business programs, is exploring a partnership with AUC's School of Business.

The Department of Economics organized the 15th annual conference of the African Econometric Society at AUC, July 7 - 9, 2010. The three day conference covered a variety of economic and financial topics, in the presence of distinguished professors.

Sherman Robinson, professor of Economics, Institute of Development Studies, University of Sussex, United Kingdom, came to AUC as a distinguished visiting professor and gave lectures organized by the Department of Economics titled "Potential Drivers of Economic Development in the 21st Century" (July 12, 2010), "Adapting to Climate Change and Managing the Nile: Studies of Ethiopia and the Aswan Dam in Egypt" (July 14, 2010) and "Maximum Entropy Econometrics: Information Theory and Bayesian Estimation" (July 15, 2010).

“My experience with AUC School of Business as a member of the dean’s strategic advisory board has been quite diverse over the past year, which I have found to be very interesting. The school is working hard to achieve its target of producing business leaders who can make a difference. The efforts in establishing entrepreneurship and innovation programs are also clearly visible and highly regarded.”

– Professor Soumitra Dutta, Berger Chaired Professor of Business and Technology, founder and faculty director of eLab, INSEAD and member of the dean’s strategic advisory board

DISTINGUISHED INTERNATIONAL VISITORS AND EVENTS



Courtesy of <http://www.news.harvard.edu/gazette/wp-content/uploads/2008/04/08-shapiro.jpg>



Nina Fedoroff, Hillary Clinton's science and technical adviser



John Moore, President of the Econometric Society Edinburgh University and London School of Economics, UK



The Department of Economics organized the 15th Annual Conference of the African Econometric Society at AUC, 7-9 July 2010



Gabriel Hawawini



Dipak C. Jain
Courtesy of http://images.businessweek.com/ss/08/07/0721_global_boards/image/slide-13-dipak-jain.jpg



Paul Collier, CBE (Commander of the Order of the British Empire) Director of the Center for African Studies Oxford University, UK



George Yip
Courtesy of mba24.com



Olivier Blanchard



Panelists at IFN event, 9 June 2010



Osama Saleh, Chairman of the Egyptian General Authority for Investment (GAFI), Egypt

RESEARCH SEMINAR SERIES

The School of Business is aware of the importance of exchanging research findings. On this basis, a series of seminars were initiated to discuss research topics of interest to students and faculty members.



- “Fostering Innovation Through Information Technologies for Strategic and Economic Prosperities,” March 18, 2010.

Mehdi Khosrow-Pour, president and publisher of IGI Global and editor in chief, *Journal of Cases in Information Technology*.

- “Developing Effective Teaching Cases: Techniques and Challenges Workshop,” March 18, 2010.

Mehdi Khosrow-Pour, president and publisher of IGI Global and editor in chief, *Journal of Cases in Information Technology*.



- “Making the Leap from the Lab to the Market Place,” March 24, 2010.

Rafik Loutfy, director of Xerox Center for Engineering Entrepreneurship and Innovation, and professor and Walter Booth Chair of Engineering Entrepreneurship and Innovation, McMaster University, Canada.



- ORACLE
“Predicting the Capture of Despots, Boeing Dreamliner Deliveries and Oscar Winners Using the Wisdom in Crowds,” April 11, 2010.

Donald N. Thompson, economist and professor of marketing and strategy at the Schulich School of Business at York University in Toronto, Canada, and adjunct professor at Ozyegin University, Istanbul, Turkey.

- “Enabling Entrepreneurship in Egypt: The Role of Entrepreneurs and Non-Entrepreneurs,” May 5, 2010.

Ahmed Tolba '97, '01, assistant professor of marketing, School of Business, AUC and director of El-Khazindar Business Research and Case Center.



- “What Innovation is Not: A Comprehensive View of Innovation,” May 12, 2010.

Marina Apaydin, assistant professor of management, School of Business, AUC.

RESEARCH SEMINAR SERIES

IT Forums

- November 23, 2009
By Hesham Abdel Mohsen, regional marketing director for the Middle East and Africa, at Global Knowledge
- December 9, 2009
"Business Intelligence," by Magdi Kamel, professor, Naval Postgraduate School, USA
- December 3, 2009
By Omar Hamdy, ERP consultant
- March 23, 2010
"E-commerce Situation Worldwide and in Egypt," by Wael el Fakharany, country manager, Google Egypt

"The newly restructured School of Business at AUC is poised to be a game changer for quality business education in the Middle East with its energetic leadership, engaged strategic advisory board, supportive local community, and international partnerships with top institutions. The focus on entrepreneurship and innovation in the digital age is an exciting direction, which capitalizes on AUC's capabilities and relationships, and serves the local and global business community. I am looking forward to developments occurring over the next five years."

– Omar A. El Sawy (MA '74), professor, Marshall School of Business, University of Southern California, member of the dean's strategic advisory board, holder of an MA in enterprise management, AUC, 1974



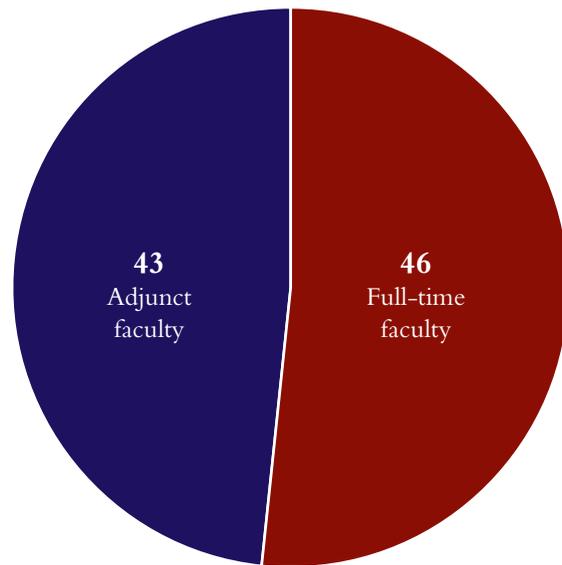




Statistics

SCHOOL OF BUSINESS STATISTICS

AUGUST 2010



Faculty
(2009 - 2010)

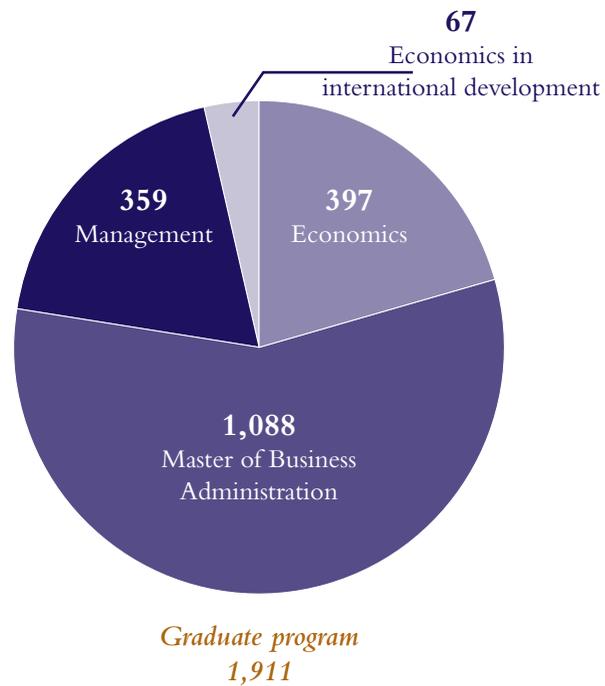
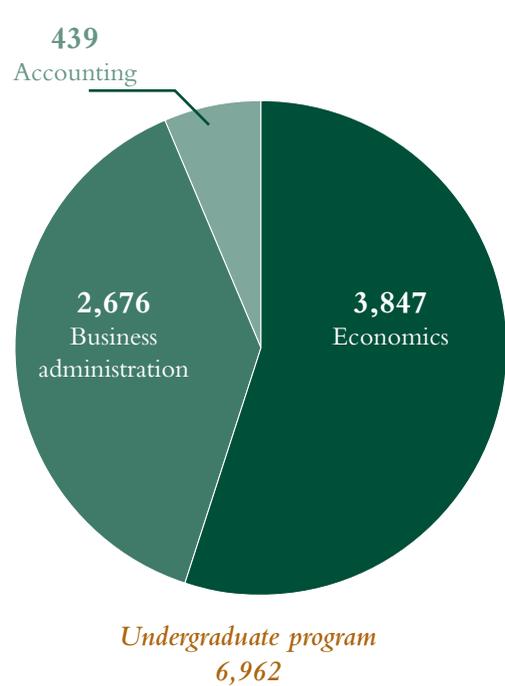
958
UNDERGRADUATE
STUDENTS
2009 - 2010

223
GRADUATE
STUDENTS
2009 - 2010

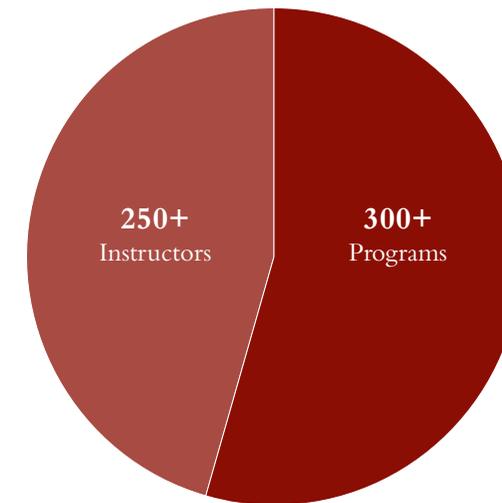
114
S T A F F
2009 - 2010

SCHOOL OF BUSINESS STATISTICS AUGUST 2010

8,873 ALUMNI OF
UNDERGRADUATE AND
GRADUATE PROGRAMS

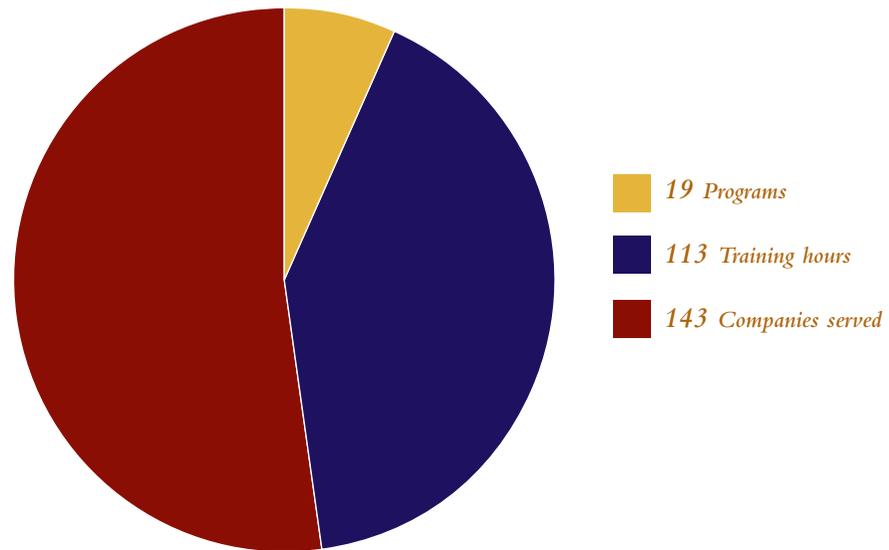


165,000+
MANAGEMENT CENTER ALUMNI

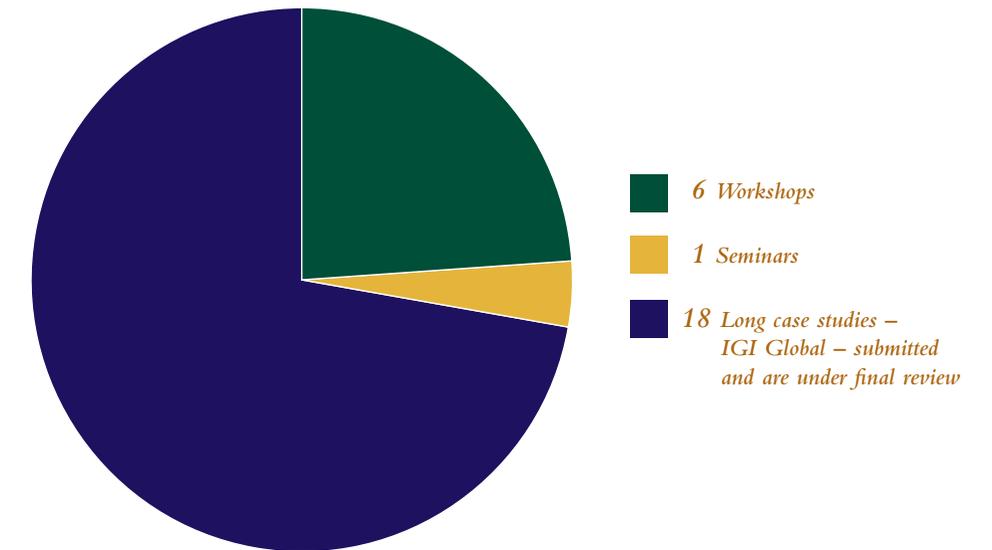


SCHOOL OF BUSINESS STATISTICS AUGUST 2010

337 INTERNATIONAL EXECUTIVE EDUCATION INSTITUTE (IEEI) ALUMNI



EL-KHAZINDAR BUSINESS RESEARCH AND CASE CENTER (KCC)



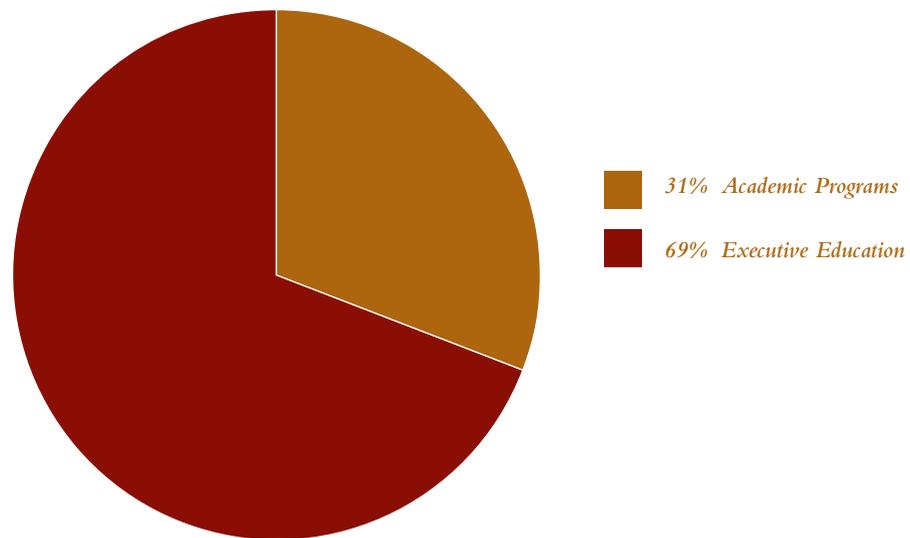
SCHOOL OF BUSINESS STATISTICS AUGUST 2010

1,425 CITADEL CAPITAL FINANCIAL
SERVICES CENTER
TOTAL USERS
(including recurring users)

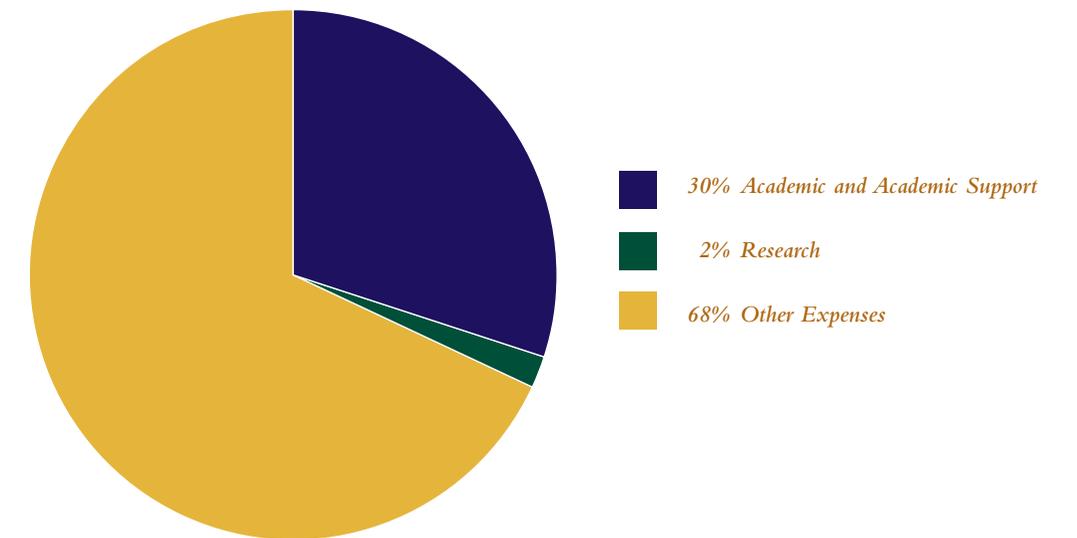
140 Women's Entrepreneurship and
Leadership (WEL) alumni

SCHOOL OF BUSINESS STATISTICS AUGUST 2010

OPERATING REVENUES



OPERATING EXPENSES



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2009
2010