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LETTER FROM THE DEAN

Nizar Becheikh
The academic year 2016 - 2017 has been another year full of achievements for the AUC School of Business. Maintaining our Triple Crown accreditation came to confirm the school’s academic leadership in Egypt, the Arab region, Africa and beyond. We are proud to continue to be the only triple-crown accredited business school in the Middle East and North Africa region, and among less than 1 percent of business schools worldwide to receive the AACSB, EQUIS and AMBA accreditations. The Triple Crown, together with the ACCA accreditation obtained by our Department of Accounting, and the ACCET accreditation received by our Executive Education unit, represent a clear vote of confidence in the school’s strategy, governance and processes, and a recognition of the world-class quality of our programs, the high caliber of our research, and the depth and impact of our engagement at the local, regional and international level.

We have also successfully joined CEMS to become the first business school in the Middle East and Africa to join the prestigious Global Alliance in Management Education. Jointly offering the top-ranked CEMS master’s in Management will provide our students with another opportunity to pursue a world-class academic program that is in line with the school’s liberal-arts, experiential-learning and “glocalized” approach to business education.

Excitement has been at fever pitch throughout the year with these remarkable achievements and many others addressed in greater detail in this report. This culminated in a confirmation of the school’s regional leadership by the recently released Eduniversal ranking of business schools, where the AUC School of Business ranked first and best business school in the Arab region and Africa.

These achievements are the result of the relentless efforts and exceptional engagement of all stakeholders including our distinguished faculty members, staff, students, alumni, Strategic Advisory Board members, employers, as well as our local and international partners. I would like to warm heartedly thank the whole school team for their invaluable input, precious support, exceptional dedication, wonderful team spirit, and effective and affective collegiality. Thanks to your extraordinary commitment, the AUC School of Business stands out today as the leading business school in Egypt, the Arab region and Africa, and one of the top business schools in the world.

The journey continues and the school is looking forward to more successes with several initiatives in the pipeline. We invite you to be part of this journey. Whether you are a potential student, an academic institution, a professional corporation, a potential sponsor, or an individual or an organization interested in joining efforts with us, you are most welcome to join us and integrate into our network. Together we will build a brighter future for our children and our society!

I hope you enjoy this report and I look forward to continuing the journey of excellence with you!
Five - Palms League of Excellence
Universal Business School with Strong Global Influence

First
Business School in Africa
First
Master of Arts in Economics in Africa
First
Master of Arts in Economics in International Development, Africa
Second
Master of Science in Finance, Africa
Second
Executive MBA and MBA Part-time, Africa
Third
MBA Full-time, Africa

73rd Business School Worldwide in Open-enrollment Executive Education Programs (2017)

First
Top Private Universities for MBA Programs in the Region (2012)

Second
Middle East and Africa MBA Rating (2011)

Second
MBA in the Middle East and Africa Region (2015 - 2016)
The School of Business aims to be the leading knowledge hub with Arab region relevance and global influence.

The School of Business develops entrepreneurial and responsible global leaders and professionals.
AUC School of Business
Vision 2030

Vision 2030 aims to focus on providing leading edge, practice-oriented, academic and executive programs; producing and disseminating top quality research; raising the school’s regional and international profile and attracting the best students from Egypt and the region.
SCHOOL HIGHLIGHTS 2016 - 2017
THE GLOBAL ENTREPRENEURSHIP MONITOR (GEM) REPORT

November, 2016 • The AUC School of Business launched the Global Entrepreneurship Monitor (GEM) report - Egypt. The report presents a detailed examination of the behaviors, motivations and attitudes towards entrepreneurship, as well as different aspects of the entrepreneurship ecosystem in Egypt, making it a valuable resource for informing policies and programs. This year’s report marks the fourth country report for Egypt and was developed by the AUC team.

LAUNCH OF THE FINTECH ACCELERATOR

March, 2017 • New FinTech Accelerator, powered by CIB started its 12-week acceleration program, where five FinTech startups received specialized support to launch and grow their business; gain valuable insights from some of the smartest minds in the startup and FinTech world; and increase their impact on the Egyptian economy.

“The Untapped Economic Power of Women Entrepreneurs” Panel Discussion

October, 2016 • The AUC School of Business Center for Entrepreneurship was honored to host HRH Princess Basmah Bint Saud, distinguished guest speaker for the public lecture “The Untapped Economic Power of Women Entrepreneurs.” The event featured a fireside chat with HRH, followed by a panel discussion with Princess Basmah Bint Saud; Jorg Schimmel, deputy country director officer in charge, UN Women Egypt; Maha El-Shinnawy, director of the Goldman Sachs 10,000 Women program at AUC; and moderated by Dina Sherif, director of the Center of Entrepreneurship.
March, 2017 • Facebook Messenger Bot Challenge is underway in partnership with, and hosted by the AUC Venture Lab. Facebook Messenger bots are virtual assistants that operate based on a combination of automated personalized responses and artificial intelligence. Businesses and developers can build bots into Facebook Messenger, allowing for wider reach among Facebook users, who can interact with these bots via Messenger to access services, purchase goods or request information.

December, 2016 • The Access to Knowledge for Development Center (A2K4D) partnered with RiseUp to host an Open Air Distinguished Speaker Event featuring Ibrahim Al-Safadi, CEO of Luminous Education, who discussed how vocational training can help reduce unemployment and boost entrepreneurship in the region.

January, 2017 • The AUC School of Business offered the third run of CIBER Faculty Development Program on International Business in MENA, which focused on entrepreneurship, to a delegation of American faculty members and directors from the Centers for International Business Education and Research (CIBER) and representatives from business schools in East Africa. The program focuses on providing participating faculty members with a unique international study tour opportunity; combining business, academic and governmental visits, cultural experiences and university presentations in an international location.

March, 2017 • Facebook Messenger Bot Challenge is underway in partnership with, and hosted by the AUC Venture Lab. Facebook Messenger bots are virtual assistants that operate based on a combination of automated personalized responses and artificial intelligence. Businesses and developers can build bots into Facebook Messenger, allowing for wider reach among Facebook users, who can interact with these bots via Messenger to access services, purchase goods or request information.
Reem Fawzy, a graduate of the 10,000 Women program at AUC, succeeded in establishing her own tourism company despite economic hardship and challenges. 10,000 Women helped her adjust and improve her business goals by creating a clear and specific plan for her business. In 2015, she established the Pink Taxi. This project provides taxi services specialized for women as well as employment and training opportunities for female drivers. Reem was recently nominated and accepted at “The Women’s Leadership in the Economy” forum, organized by the Bush Institute and will be held in Dallas, Texas.

THE GOLDMAN SACHS 10,000 WOMEN GRADUATE SUCCEEDED IN ESTABLISHING AND SIGNIFICANTLY DEVELOPING HER OWN TOURISM COMPANY

Over the past year, three alumni events were held, targeting all program graduates and addressing key topics of interest and need, Digital Marketing - How to Use Social Media to Promote Your Business; Managing Uncertainties: Embracing Change and Turning Challenges into Opportunities; and Creating Value Through Business Models.
November, 2016 • The AUC School of Business John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business coauthored the New Practitioner Guide for Inclusive Business in the Fast Moving Consumer Goods (FMCG) Sector. The report was prepared with the Center of Partnerships for Development (CAD) as members of the Bottom of the Pyramid Learning Lab, and commissioned by the Inclusive Business Action Network.

“THIRD CSR ANNUAL CONFERENCE AND FIRST CSR MATCHMAKING” FORUM

April, 2017 • The Third Corporate Social Responsibility (CSR) conference was held in Egypt, organized by the International Labour Organization, the Federation of Egyptian Industries, with the support of the USAID in cooperation with the American Chamber of Commerce, the Professional Development Foundation, RADA, the John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business, Alashanek Ya Balady and MESHWAR. The conference was also supported by ALEXBANK and Sawiris Foundation for Social Development. It is also the first matchmaking event for NGOs.
SOLAR ENERGY MEETUP

November, 2016 • The Access to Knowledge for Development hosted a Solar Energy meetup to identify economic challenges and opportunities in the solar energy sector. The event was held in collaboration with icecairo, a green technology innovation hub, and included attendees ranging from entrepreneurs and experts to government officials who shared insightful observations about the importance of data and knowledge sharing in the solar energy sector.

“DATA, INNOVATION AND OUR ENVIRONMENT” PANEL DISCUSSION

February, 2017 • The Access to Knowledge for Development hosted an open panel discussion titled “Data, Innovation and Our Environment – Current Experiences and Imagined Futures.” The panel brought together experts from the transport, energy and development sectors to critically discuss data-driven innovation in the region. Panelists included Raed Sharif, senior program officer of technology and innovation, at the International Development Research Center; Hossam Abdel Gawad, director of SETS North Africa; and Ahmed Zahran, CEO of KarmSolar. The panel raised questions of how, in the current context of the region, we see innovation with data evolving, particularly in moving towards sustainable and open cities.

BIG DATA, BIG QUESTIONS: FROM DATA TO KNOWLEDGE IN THE MENA REGION

March, 2017 • The Access to Knowledge for Development in partnership with the International Development Research Center, the AUC Academy of Liberal Arts, AUC School of Sciences and Engineering and the AUC Library and Learning Technologies hosted the Big Data, Big Questions: From Data to Knowledge in the MENA Region conference at the AUC New Cairo Campus. The event included keynote speeches by George Salama, head of public policy and government relations, Middle East and North Africa, Twitter International and Btihaj Ajana, senior lecturer, King’s College.
“NON-MARKET APPLICATIONS OF CHICAGO PRICE THEORY” PUBLIC LECTURE

March, 2017 • An economic public lecture was held by Victor Lima, senior instructor, University of Chicago. The lecture covered real-life applications of price theory in developing countries. The lecture covered the following topics: the marriage market, property rights enforcement, and shadow pricing of household production.

“THE AUC SCHOOL OF BUSINESS ECONOMICS GRADUATES AND THE JOB MARKET”

March, 2017 • The event aimed to link the real-world job market with academic life through the experiences of representatives from major employment sectors. It included a roundtable that featured a discussion on the structure of the bachelor’s and master’s in economics at AUC, as well as a presentation on the skills afforded by the discipline within the school. Panelists from renowned organizations such as The World Bank, the Commercial International Bank (CIB), the International Labour Organization, Beltone Financial and Multiples Group outlined the characteristics and attributes that they look for in candidates for work in their organizations.

THE AUC SCHOOL OF BUSINESS HOSTS THE AFRICAN ASSOCIATION OF BUSINESS SCHOOLS (AABS) ANNUAL CONFERENCE

May, 2017 • The AABS Connect 2017 Conference, titled African Business Schools: Advocates for Better Business, was held at the AUC New Cairo Campus. The conference aimed at connecting business school practitioners with business and thought leaders to encourage debates that would aid the African business and management education growth strategy. This year’s event witnessed rich deliberations and thought-provoking debate that largely arose from the diverse nature of its partakers. The event hosted 69 participants from the four corners of the world, representing 25 academic institutions from 16 countries in the Middle East, Africa, Europe, and North America. The conference also included representation from leading business associations, including the Association of MBAs, the European Foundation for Management Development, Emerald Publishing, the Global Business School Network, and the Graduate Management Admission Council, among others. They were joined by corporate and family business representatives, distinguished alumni, and promising startups.
June, 2017 • The School of Business held its fifth run of the International Experience Awards. Students, parents and faculty members attended the event awarding more than 30 students for their international exposure and development. Keeping in line with the school’s commitment to student participation, the event involved the engagement of the student-led Business Association in the organization of this special student event.

ECONOMICS STUDENT RESEARCHERS COAUTHOR BACKGROUND PAPERS WITHIN THE 2016 UN WOMEN PROGRESS REPORT

Economics student researchers coauthor three background papers titled Progress of the World’s Women: Transforming Economies - realizing rights on Egypt, Iran and Turkey within 2016 UN women progress report.
ACCOUNTING STUDENTS DOMINATE EY TAX COMPETITION AND ADVANCE TO GLOBAL FINALS

November, 2016 • Ahmed Dahawy (first place), Yasmin AboGazia (first runner-up), Randa Sherif (second runner-up), Pierre Sherif (third runner-up) and Natalie Argalious (sixth place).

FIRST ECONOMICS ASSOCIATION POLICY COMPETITION: DECONSTRUCTING CONCEPTS, IDENTIFYING ROOT PROBLEMS AND IDENTIFYING INNOVATIVE SOLUTIONS

November to December, 2016 • The first national policy competition organized by the Economics Association jointly with University of Natural Resources and Life Sciences, and Österreichischer Austauschdienst in Vienna. The competition titled Alternatives to International Monetary Funds Loans aimed to offer room for critical thinking and the possibility to openly discuss and deconstruct ideas and concepts with distinguished experts from various scientific and economic fields.

THE SCHOOL OF BUSINESS TEAM TAKES FIRST PLACE IN EMIRATES NBD COMPETITION - FUTURE INTELLIGENCE PROGRAM

December, 2016 • Student team of five undergraduates wins first place in the Emirates NBD Competition - Future Intelligence Program. The team which consisted of students from the School of Business and the School of Sciences and Engineering were granted a full-month paid internship in Dubai, at the Emirates NBD headquarters instead of just a one-week visit, as originally announced, due to their impressive work.
CBS CASE COMPETITION

February to March, 2017 • CBS Case Competition brings together students from 12 selected business schools in a setting of social networking and challenging case solving. Yomna Gafar, Youssef Kassem, Yasmin Abou Gazia and Pierre Sherief represented the AUC School of Business in this competition and were able to reach the competition finals.

ENGINEERING AND COMMERCE CASE COMPETITION (ECCC)

February to March, 2017 • The ECCC is an official non-profit organization. It is a challenging competition between selected universities from around the world in cooperation with the School of Engineering and under the coaching of Neveen Ahmed. AUC participated in this competition with a team from each school; (Mayar Dessouki and Diyar Madany from the School of Business; and Ahmed Bahaa and Hazem Salam El Hammamy from the School of Sciences and Engineering. It took place at University of Concordia in Montreal, Canada.

THE CIBER CASE COMPETITION

Fall 2016 • The CIBER Case Challenge brings teams of four undergraduate students from around the world to compete in analyzing and presenting an international business case to judges. Saeed Talaat (best presenter), Mayar Dessouky (winning team), Youssef Galál, and Yasmin Abou Gazia visited the University of Connecticut in the United States to participate in this competition.
December, 2016 • Economics senior students from the AUC School of Business including Dina Eid, Merna Soliman, Salma Abdelghani, Eman Negm, Maya Ibrahim, and Maureen Guirguis, attended a summer course at the London School of Economics and Political Science.

April, 2017 • The School of Business undergraduate study tour to South Africa. A group of students were hosted by University of Stellenbosch Business School in South Africa where they visited corporates such as Peninsula Beverages (CocaCola), Launch Lab and Khayelitsha, Cipla and PwC and met with several young entrepreneurs. Hakim Meshreki was the academic adviser of the trip.
EMBA INTERNATIONAL LIVE-IN MODULES

November, 2016 • Center for Creative Learning, Greensboro, North Carolina, USA.

November, 2016 • Kellogg, Chicago, USA.

April, 2017 • Hong Kong University of Science and Technology, HONG KONG.
TOP TIER JOURNAL ARTICLES

13 academic articles were published in top tier journals, three articles appeared in A* ranked journals, two articles in A ranked journals and eight articles in B ranked journals.

YOUR PHD IN ACCOUNTING, ECONOMICS, AND BUSINESS: USA OR UK? PUBLIC TALK

March, 2017 • Mark Soliman, distinguished visiting professor, School of Business and Diaa Noureldin, assistant professor of economics presented the talk which was moderated by Nermeen Shehata, assistant professor of accounting.

HOW TO GET PUBLISHED IN TOP-TIER JOURNALS? EXCELLENCE IN RESEARCH WORKSHOP

April, 2017 • Patricia Dechow, chaired professor in public accounting, Berkeley Haas School of Business, University of California, and Richard G. Sloan, chaired professor in accounting and international business, Berkeley Haas School of Business, University of California, presented the How to Get Published in Top Journals Workshop.

EXPLORING BUSINESS IN THE ARAB WORLD CASE BOOK PUBLISHED

July, 2017 • El-Khazindar Business Research and Case Center has partnered with the Business Cases Institute of ESCA Ecole de Management in Morocco to launch a new casebook entitled Exploring Business in the Arab World. The casebook aims to serve students, faculty members, managers and the Middle East at large, through featuring business case studies from different Arab and foreign companies operating in the region.
SELECTED RESEARCH GRANTS

INTERNATIONAL DEVELOPMENT RESEARCH CENTER (IDRC)

Improving the Effectiveness of Job Fairs for Young Job seekers in Egypt
CAD 521,900 (≈ $392,950)
Mona Said, associate professor of economics and chair of economics department.

INTERNATIONAL DEVELOPMENT RESEARCH CENTER (IDRC)

Open Data for Development (OD4D) MENA Node
CAD 450,700 (≈ $336,718)
Nagla Rizk, professor of economics and director of the Access to Knowledge for Development Center.

SAWIRIS FOUNDATION FOR SOCIAL DEVELOPMENT (SFSD)

Assessing the Impact of Job Creation Programs in Upper Egypt
EGP 4,048,781 (≈ $253,000)
Mohamed El-Komi, assistant professor of economics.
215 Research Items Produced

- 28 Refereed Journal Articles
- 13 Top-tier Journal Articles
- 9 Book Chapters
- 32 Conference Proceedings
- 20 Abstracts in Conference Proceedings
- 4 Case Studies
- 26 Research/Technical/Policy Brief Reports
- 35 Refereed Conference Presentations
- 48 Other Publications

71% of total research output is on Arab Region

40 Research Items Covering Entrepreneurship and Family Business

46 Research Items Covering Responsible Business

72 Research Items Covering Economic Development
Spring 2017 • The AUC School of Business was privileged to have Mark Soliman, professor of accounting at the University of Southern California’s Marshall School of Business, Leventhal School of Accounting as a distinguished visiting professor. During his stay, Soliman taught a graduate special topics course on financial statement analysis for MBA and MSF students. In addition, he consulted with faculty members on current research papers and provided insights to potential graduate students on applying to PhD programs in the United States through delivering a public talk. Soliman also delivered a Brown Bag seminar on his in-progress research paper Relative Performance Ranking: Insights into Competitive Advantage.

The School of Business Collaborates with Fashion Institute of Technology in Global Finance Course

Spring 2017 • An interactive international finance course was offered in the spring 2017 Semester. Assistant Professor in the Department of Management, Neveen Ahmed, utilized the Stevens Initiative — an international effort to build global bridges between students in the Middle East and the United States — to arrange a collaborative online international learning experience in collaboration with Associate Professor, Emre Ozsoz from the Fashion Institute of Technology at the State University of New York.

Nellie El Enany invited to attend the 2017 Global Course Connections Workshop at Franklin University Switzerland

June, 2017 • Nellie El Enany, assistant professor of organization studies was invited to attend the 2017 Global Course Connections workshop held on the campus of Franklin University Switzerland. The primary purpose of the workshop is to work with a course partner on course planning. El Enany is working with Dane Imerman, visiting assistant professor, Denison University.
EXECUTIVE EDUCATION RECEIVES FIVE-YEAR ACCET REACCREDITATION

The AUC School of Business Executive Education has been reaccredited by the Accrediting Council for Continuing Education and Training for the next five years.

THE AUC SCHOOL OF BUSINESS EXECUTIVE EDUCATION SIGNS COOPERATION AGREEMENT WITH ALEXANDRIA BUSINESS ASSOCIATION

November, 2016 • The AUC School of Business Executive Education (ExecEd) signed a cooperation agreement with Alexandria Business Association (ABA). The agreement aims at enhancing cooperation between both entities in the area of developing the human capital of professionals in Alexandria across different sectors and industries. This partnership will also support ExecEd in its mandate to increase its outreach, and support the development of professionals across Egypt.

“CATALYZING FACILITIES MANAGEMENT IN EGYPT: THE BOTTOM-LINE IS THE FRONT-LINE” FORUM

October, 2016 • The AUC School of Business Executive Education organized a highly focused forum on facility management which brought together leaders from the real estate facilities management sector.
EXECUTIVE EDUCATION LAUNCH “CxO” FORUM

October, 2016 • The AUC School of Business Executive Education launched the first “CxO” forum. The event gathered senior business leaders from different corporates all over Egypt for insightful sharing of case studies, best practices, and panel discussions. The “CxO” forum represents a practical step to establishing a sustainable relation between businesses and academia, through the active engagement of executives in the full educational and professional development process. This membership-based forum organizes quarterly general meetings where members share expertise on diverse management and economics topics. The aim is to create a network of executives from various backgrounds to disseminate best practices in management in a peer to peer environment. In March, 2017, the second meeting was held and included around 45 members.

“REAL ESTATE GLOBAL TRENDS CONFERENCE: NEW CITIES ... NEW EGYPT” FORUM

November, 2016 • The AUC School of Business Executive Education collaborated with DMA and CallisonRTKL to hold this global forum on real estate global trends. The conference aimed to review the latest and most vital international developments and trends in planning new cities and mixed-use projects.

FACILITY MANAGEMENT ACADEMY

The Executive Education Collaborative Unit concluded an agreement with the International Facility Management Association on developing a course for learning about the facility management profession. The program focuses on the importance of acquiring the skills demanded by employers and earning the FMP credential. Two runs were successfully completed during December, 2016 and August, 2017.
June, 2017 • Professor Anand joined the Dean’s Strategic Advisory Board. Currently, Anand is the Ralph J. Tyser professor of management science in the Robert H. Smith School of Business at the University of Maryland, where he is continuously contributing to the expansion of entrepreneurial education. Anand is the former dean of Imperial College Business School at Imperial College London from August, 2013 to July, 2016. As a member of SAB, Anand will be part of an elite group of over 43 prominent thought leaders, in Egypt and around the world, seeking to advance the school through providing strategic direction, encouraging local and international networking and forming meaningful partnerships with institutions all over the globe.
Fall 2016 • Change The Game competition is a four-stage challenge open to individuals with undergraduate and post graduate backgrounds, as well as working professionals with up to three years of work experience. The selected teams were urged to come up with an idea to help PepsiCo to advance their nutrition product portfolio by 2020. 13 teams from AUC participated and one came in third place, and was selected for a job shadowing opportunity at PepsiCo.

March to May, 2017 • Students were divided into 34 teams of four; each challenged to solve a case study in a short period of time, ultimately presenting their analysis to a panel of P&G managers and AUC professors. The closing ceremony of the competition included the announcement of the winning teams and the distribution of certificates of participation. This was followed by a session given by P&G Near East Corporate Market Strategy and Planning Associate Director, Mohamed Hamouda, where he talked about winning.
RANIA AL-MASHAT ’95

Alumna Rania Al-Mashat ’95 has been appointed by the International Monetary Fund as adviser to the chief economist. One of her duties is the investigation of multilateral surveillance issues for emerging countries. Also, Rania joined the World Economic Forum’s Expert Network and participated in the launch of a book titled Daughters of the Nile: Egyptian Women Changing Their World, in New York City, edited by Professor Samia Spencer and published by Cambridge Scholars.

SHAHIRA ZEID ’83, SAHAR NASR ’85, ’90, AND ELHAM MAHFOUZ ’84

The AUC School of Business alumnae, Shahira Zeid ’83, Sahar Nasr ’85, ’90 and Elham Mahfouz ’84, named by Arabian Business among its list of The World’s Most Influential Arab Women.

OMAR SAMRA ’00

Alumnus Omar Samra ’00, the first Egyptian to climb Mount Everest, has been officially appointed a goodwill ambassador by the United Nations Development Programme in Egypt. Moreover, Samra has recently made headlines yet again, becoming the first worldwide to climb three different peaks in the Ellsworth Mountains, the highest range in Antarctica. In recognition of this historic accomplishment, Samra was given the honor of naming all three mountains.
December, 2016 • The AUC School of Business alumnus, Samer Sarofim ’13, has recently received four prestigious awards from major American marketing organizations. He received the awards in recognition of his excellence in research and innovative marketing teaching methods.

NAYERA AMIN ’76

The AUC School of Business alum and current dean’s Strategic Advisory Board member Nayera Amin’s success-filled career is now taking her on a new adventure as a member of the non-executive board of the Housing and Development Bank.

THE LATE NEVINE LOUTFY ’74

Honoring their mother’s legacy, brothers Assem Raouf Abdel Hady (MBA ’16) and Omar Raouf Abdel Hady established the Nevine Loutfy Memorial Emergency Scholarship Fund, to which they generously donated. In addition to witnessing their mother’s devotion to AUC, Assem’s own experience at the University inspired him and his brother to donate.

AMIN MAREI ’11

Since graduating from the AUC School of Business in 2011, Marei has admirably sought to have a positive impact on society through his passion for education. His devotion recently led him to receive the Harvard Intellectual Contribution Award shortly after earning his master’s from the esteemed institution. He currently works in Harvard University’s Graduate School of Education as the Associate Director of the Middle East Professional Learning Initiative, a position that he hopes will help improve teaching capacities throughout the region.

SAMER SAROFIM ’13

December, 2016 • The AUC School of Business alumnus, Samer Sarofim ’13, has recently received four prestigious awards from major American marketing organizations. He received the awards in recognition of his excellence in research and innovative marketing teaching methods.
June, 2017 • The AUC School of Business is proud to maintain its position among the 1 percent leading business schools worldwide by obtaining the renewal of the three most prestigious international accreditations: AACSB, AMBA, and EQUIS. The commonly called triple-crown accreditation was originally achieved in 2014. The Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA), and the European Quality Improvement System (EQUIS) are the most influential international business schools associations in the world.

ACCOUNTING DEPARTMENT RECEIVES ACCREDITATION BY THE ASSOCIATION OF CERTIFIED CHARTERED ACCOUNTANTS IN THE UK

January, 2017 • The Association of Certified Chartered Accountants (ACCA) - a global professional accounting body offering the Chartered Certified Accountant qualification - granted accreditation to the department of accounting for three years from January 12, 2017 to December, 2019. The accreditation guarantees that the AUC School of Business students and alumni registering with ACCA examinations will receive a level of exemption which matches the knowledge and skills gained from their previous qualifications. The ACCA Accreditation reaffirms the quality of the accounting program at the AUC School of Business and makes it the first ACCA accredited program in Egypt.

NEW COLLABORATION WITH IBS-AMERICAS FOR UNDERGRADUATE STUDENTS

New collaboration with IBS-Americas for undergraduate students to join programs at University of La Verne, California State University, Mount Saint Mary College in the United States and at University Centre for Business Management CUOA in Italy during the winter break of the program. The program allows students to network with international students from Brazil, USA and other countries. A group of seven students joined the new program and earned certificates of attendance in Innovation and Communication Course and Marketing Strategy Course.
July, 2017 • The Egyptian Exchange (EGX) and the AUC School of Business signed a memorandum of understanding to capitalize on the synergies between them in supporting the Women on Boards Observatory at AUC. EGX will join the Women on Boards consortium, established by the AUC School of Business in 2014 with the aim of sensitizing board members to gender issues and qualifying women for corporate board positions as well as advocating for policy and legislative changes to institutionalize gender diversity on corporate boards.

THE AUC VENTURE LAB PARTNERS WITH UC BERKELEY, HAAS SCHOOL OF BUSINESS CENTER FOR ENTREPRENEURSHIP AND DEVELOPMENT IN ASIA, THE MIDDLE EAST AND NORTH AFRICA – AUGUST 2017

PARTNERSHIP BETWEEN THE AUC SCHOOL OF BUSINESS AND HAYKAL MEDIA COMPANY, THE PUBLISHER OF HARVARD BUSINESS REVIEW ARABIA, TO PRODUCE AND DISSEMINATE RESEARCH AND ARTICLES IN ARABIC
May, 2017 • Dean Nizar Becheikh was elected to join the governing board of Association of African Business Schools (AABS) during the proceedings of the AABS Deans and Directors Meeting which took place at AUC.

ONE-WEEK MOBILITY PROGRAM AT NOVA SCHOOL OF BUSINESS AND ECONOMICS

July, 2017 • The one-week mobility program at the school’s triple-crowned partner Nova School of Business and Economics, Lisbon is part of the Erasmus Plus, which supports mobility projects in the field of education, training and youth. The program was an immersion into the Nova SBE experience and the operation of the University and its schools. Sally Abbas, associate director, MBA programs and Safaa Abdoun, grants manager, Office of Strategic Alignmnet went to Universidade NOVA de Lisboa, Portugal.
RECOGNITIONS AND APPOINTMENTS

Maha El Shinnawy, professor of leadership and ethics, Ghada Howaidy, executive director, Office of Strategic Alignment, and Dina Sherif, associate professor of practice were recognized among the Top 50 Most Influential Women in Egypt 2016.

Mohamed El-Komi, assistant professor of economics has been selected by the Society for the Advancement of Behavioral Economics to be their country representative in Egypt.

Nermeen Shehata, assistant professor of accounting, received Case Research Foundation 2017 Paul R. Lawrence Fellowship. The award offers invitation to 2017 annual meeting of the North American Case Research Association (NACRA), Chicago, Illinois, October 19 - 21, 2017

FACULTY MEMBERS AND STAFF PARTICIPATION IN INTERNATIONAL ACTIVITIES

June, 2017 • Ghada Hafez, program manager, Center for Entrepreneurship, participated in the Staff Exchange Program under Erasmus+ at Kozminski University.

April, 2017 • Sherine Meshad, associate director, communications and marketing represents the AUC School of Business in the 2017 EFMD Conference for International and External Relations, PR, Marketing, Communication and Alumni Professionals which took place in Singapore.
MOHGA BADRAN  
Professor of Management,  
AUC School of Business  
Spring 2017

DIAA NOURELDIN  
Assistant Professor of Economics,  
AUC School of Business  
Spring 2017

EXCELLENCE IN TEACHING AWARD

EXCELLENCE IN ACADEMIC SERVICE AWARD

MOHGA BADRAN  
Professor of Management,  
AUC School of Business  
Spring 2017

AWARDS
CHARILAOS MERTZANIS
Associate Professor of Management,
AUC School of Business
Spring 2017

IMAN EL KHODARY
Adjunct Faculty Member,
Department of Economics,
AUC School of Business
Spring 2017
OMAR EL SHENETY
Managing Director of Multiples Group
Spring 2017

NIDAL ASSAR
Vice Chair and
CEO of the Egyptian Gulf Bank
Fall 2016
MANAGEMENT EXCELLENCE AWARDS

LANA EL RAMLY
Manager,
Office of Academic Assessment and Accreditation,
AUC School of Business
Fall 2016

NANCY SIDHOM
Assistant to Dean,
AUC School of Business
Fall 2016

STAFF EXCELLENCE AWARDS

HEIDY ALLAM
Assistant to Department Chair,
Accounting Department,
AUC School of Business
Fall 2016

MONA KAMAL
Junior Accountant,
Finance and Administration Unit,
AUC School of Business
Spring 2017
### FACULTY (Fall 2016)

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<th>Type</th>
<th>Accounting</th>
<th>Business Administration</th>
<th>Economics</th>
<th>Management of Information and Communication</th>
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<td>Adjunct Faculty</td>
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### UNDERGRADUATE STUDENT ENROLLMENT (Fall 2016)

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<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>162</td>
<td>57</td>
</tr>
<tr>
<td>Business Administration</td>
<td>483</td>
<td>14</td>
</tr>
<tr>
<td>Economics</td>
<td>235</td>
<td>29</td>
</tr>
<tr>
<td>Management of Information and Communication</td>
<td>36</td>
<td>33</td>
</tr>
</tbody>
</table>

### GRADUATE STUDENT ENROLLMENT (Fall 2016)

<table>
<thead>
<tr>
<th>Field</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>150</td>
<td></td>
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<tr>
<td>Economics in International Development</td>
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<td>916</td>
</tr>
<tr>
<td>Finance</td>
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<td>150</td>
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<tr>
<td>EMBA 3rd Cohort</td>
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</table>

### ALUMNI

<table>
<thead>
<tr>
<th>Undergraduate Alumni (June 2017)</th>
<th>Graduate Alumni (June 2017)</th>
<th>Executive Education Alumni (August 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Economics</td>
<td>Goldman Sachs 10,000 Women</td>
</tr>
<tr>
<td>847</td>
<td>4351</td>
<td>Entrepreneurship and Leadership (WEL)</td>
</tr>
<tr>
<td>3825</td>
<td>44</td>
<td>Program Alumni (August 2017)</td>
</tr>
<tr>
<td>3,458</td>
<td>1397</td>
<td>Citadel Capital Financial Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Center (Total users including recurring</td>
</tr>
<tr>
<td></td>
<td></td>
<td>users - August 2017)</td>
</tr>
</tbody>
</table>

*For further information regarding this annual report, please contact External Relations Officer, The AUC School of Business at business@aucegypt.edu*