

STRATEGIC BUSINESS PLANNING AND FINANCIAL PROJECTION 2021-2022

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INTRODUCTION

Mission

To develop entrepreneurial and responsible global leaders and professionals.



Vision

To be the leading knowledge hub with Arab region relevance and global influence.

PLANS 2021 – MANAGEMENT SUSTAINABILITY



ONGOING/CONTINUING PLANS

Projects/initiatives that are a priority to maintain operations



NEW PLANS

Projects/initiatives utilizing optimized existing resources



SUSPENDED PLANS

Projects/initiatives that are put on-hold due to current circumstances

PROJECTS & INITIATIVES – COMPLETED IN 2019-2020

New Programs

Bachelor of Business in Finance
Bachelor of Business in Marketing
Bachelor of Business and
Entrepreneurship
Restructuring the MBA

Launch Behavioral Decision- Making Lab

The objective of the lab is to improve the student's understanding of economic, financial, managerial and social decision-making by individuals, firms and institutions

Online ExecEd Registration

The admission, registration and payment of programs is now online without having to come to campus or stand in line. It is based on Banner and requires the applicant to have an AUC email address

Launch CEMS MSc in International management

CEMS Master of Science in International Management has successfully launched

Business School Impact System (BSIS)

BSIS is an impact assessment tool by the European Foundation for Management Development (EFMD), it is a data-driven system that allows business schools to assess its impact identify the tangible and intangible benefits they bring to the environment.

EFMD EQUIS Accreditation

The school has successfully maintained the EQUIS accreditation for three more years maintaining its position among the top 1% of business schools in the world and among the 100 schools that are triple-crown.

PROJECTS & INITIATIVES - ONGOING

Co-Op Program

The region's first Co-Op program. Students will be directly engaged, on a full-time basis for at least six months, with external entities such as multinationals, startups, financial institutions, governmental entities, professional services firms, and non-profit organizations.

New Degree Programs

Continued revamping of undergraduate and graduate programs such as the BBA in MICT and select graduate programs

New Portfolio of ExecEd Programs

New portfolio of programs will be introduced in September 2020 and a continuation of the revamping of all executive education offerings.

Professional Career Readiness Assessment

Career readiness is one of the school-wide learning goals which captures the extent to which students' skills and knowledge acquired at the school and AUC at large prepares them for the job market.

Transformation Plan

Transformation plan of the school revisiting all administrative processes to have a more efficient operational structure.

ExecEd Autonomy

- ExecEd headcount separate sub-total of AUC headcount, as is the case with Grants
- Allows for more flexibility for growth in terms of increasing headcount
- Allows at the same or lower cost of outsourcing, the attraction of better caliber candidates and reduces turnover

J-PAL Expansion

Expand the operation of the Abdul Latif Jameel Poverty Action Lab (J-PAL) beyond Egypt to serve the MENA region

Center for Entrepreneurship and Innovation

Reposition and expand CEI's operation as the educational partner for the entrepreneurship ecosystem. Example: Hack-19

PROJECTS & INITIATIVES - NEW

Internationalization of Graduate Programs

Marketing and recruitment
EMBA and CEMS Master of
Science in Information
Management

ExecEd Expansion Regionally

Introducing new programs to
Africa and the Middle East.

Balanced Scorecard

The balanced scorecard is a strategy performance management tool – a semi-standard structured report, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions.

PROJECTS & INITIATIVES - PLANS ON HOLD (BEFORE COVID-19)

Executive Education and Consulting Readiness Program for Faculty and Trainers

This initiative has three main components: a) availing training of trainers' opportunities for faculty who are interested in teaching in ExecEd; b) providing training in organizational consulting for faculty interested in working with ExecEd customized business solutions unit; and c) conducting a professional survey through an HR company to determine rates for instructors and faculty.

Immersive Faculty Development Program

This is a year-long program which will be based on two main elements (a) training faculty on the technical pedagogical, and research aspects of the assigned theme through international programs or visiting faculty mentors, and (b) matching faculty with external business, civil society, economic, and regulatory entities in order to gain market-relevant exposure.

Staff Development

Specialized training workshops for staff

Classroom Readiness Program for (CRP) Adjunct Faculty

The CRP is a condensed and accelerated program offered on several weekends throughout the year to accommodate the schedules of working adjunct faculty.

PROJECTS & INITIATIVES – PLANS ON HOLD (AFTER COVID-19)

Launch of Executive Education New Programs

Launch of five programs



One program launched in June and remaining programs to be launched in September 2020

Thank You

QUESTIONS & DISCUSSION