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THE AMERICAN UNIVERSITY IN CAIRO

School of Business

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Egypt's Leading School of Business: Launching a New Era as the Regional Gateway for Business



The School of Business of the American University in Cairo (Egypt) is entering an exciting era of greater outreach and visibility at the regional and global stages. On February 7, 2010, six globally recognized panelists came together to discuss the challenges and opportunities that face public-private partnerships. The occasion was the launch of the restructured School of Business as it embarks on a new phase coinciding with AUC's recent move to a 260-acre campus in New Cairo.

"The School of Business is extremely ambitious, and our goal is to claim a rank among the world's top 100 schools," said Sherif Kamel, dean of the School of Business. The school is unique among nationally and regionally visible schools in its dedication to socially responsible business and economic sustainability. In addition, for many years, the school has been the provider of change agents and leaders who had a positive impact on the economy at large, with direct implications on different sectors and organizations, both public and private.

The profiles of the panelists during the launch event were a signal that the School of Business is embarking on a new phase in its legacy. Just to name a few, panelists included Ismail Serageldin, director of the Bibliotheca Alexandrina and former vice president

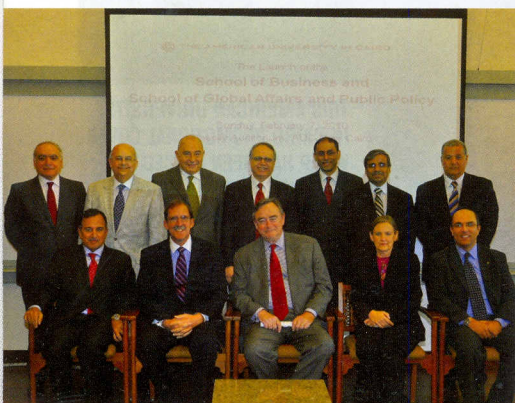
of the World Bank; Ali Faramawy, vice president of Microsoft International; Dipak C. Jain, former dean and professor of marketing at Kellogg School of Management; and Soumitra Dutta, professor of business and technology and academic director of eLab at INSEAD.

Influential Alumni and Historical Strength

The fact that the school's graduates are already the movers and shakers of local and multinational businesses, as well as regional policy-making is only the beginning. The School of Business now intends to further expand its contribution to the local and regional economies and to actively engage the corporate community. As Dean Kamel noted during the launch event, "Let us pay tribute to the distinguished professors, deans and all

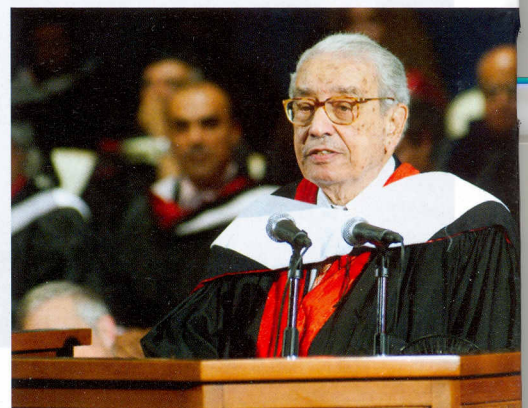
others who helped the school realize its current status, and have helped build and institutionalize one of the leading business education providers in the region. We have a solid base from which we can leap to realize our aspirations. It is the link between the school and the industry that will make the difference in a rapidly growing industry in Egypt, with implications on students' engagement across different sectors."

The history of the School of Business dates back to the establishment of the Department of Economics in 1947, followed by the Department of Management in 1979, although degree and non-degree business programs began to be offered in the late 1960s. The Management Center was established in 1977, which leads the region as a provider of a wide



AUC senior administrators with School of Business launch event panelists

Botrous Botrous-Ghali, former United Nations secretary-general, addresses the graduate commencement





and diversified range of professional development programs.

"The School of Business is one of 89 business schools outside the United States that are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International," boasted Dean Kamel. He added that only 5 percent of the world's 12,000 business schools meet the rigorous standards of AACSB.

Entrepreneurship, Innovation and Leadership

The School of Business now intends to focus on inspiring its students to develop three timely qualities: entrepreneurship, innovation and leadership. The school's main focus is delivering well-rounded change agents who are capable of competing at the highest levels and supporting an emerging economy faced with different challenges.

"Our extensive and successful experience with executive education, coupled with our efforts to engage the corporate sector and industry for joint research, in addition to providing hands-on opportunities for students through internships, and encouraging student-run activities such as the Entrepreneurs' Society, established in 2002, are all ways with which we aim to promote these qualities and embed them into our curricula," said Dean Kamel.

Centers for Training and Research

Engaging the business world at the School of Business and bridging the gap between theory and practice is well underway. Apart from the academic degree programs, several centers were established to extend the school's reach.

The 33-year-old Management Center has produced more than 122,000

graduates to date. During the past six years, the center witnessed an annual growth of 30 percent; a three-fold increase in the number of offered programs, reaching a total of 352; and a four-fold increase in the number of enrolled candidates. At the same time, the center expanded to manage programs in 10 different markets throughout the region.



In addition, there is the Citadel Capital Financial Services Center, which houses an instructional facility offering real-time financial data and hands-on financial services experience. Also, the International Executive Education Institute aims to be the leading regional platform for world class executive development and networking, by establishing partnerships with leading business schools such as Kellogg School of Management, Rotterdam School of Management, IE Spain and the National University of Singapore. Finally, the newly established El-Khazindar Business Research and Case Center aims to generate business case studies and offer active learning opportunities to students.

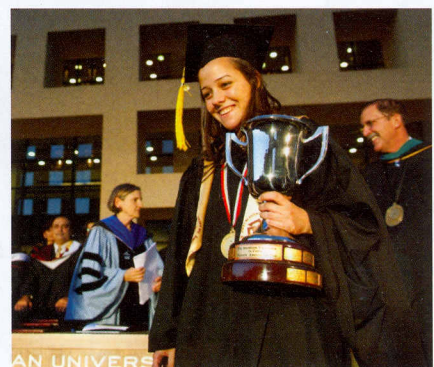
The most recent addition to the school in 2010 is the Access to Knowledge for Development Center (A2K4D). The center highlights the commitment of the School of Business development-related research. The center represents

a hub for academic scholarship and policy analysis on access to knowledge for development in Egypt and the Arab world. A2K4D, a founding member of the A2KGA, has been formed in collaboration with the Information Society Project of Yale Law School. The center's first book, Access to Knowledge for Development in Egypt, has already been published in collaboration with Bloomsbury Academic.

Well-Positioned to Lead

The School of Business is well-positioned to continue to generate the kind of leaders, innovators and entrepreneurs that Egypt and this region of the world desperately need. The school houses faculty of 90 qualified professors, an already thriving executive education arm, the leading MBA program in the nation, a modern and well-equipped campus, and the visionary leadership to take it to the top.

"It is not a dream, and we are determined through the learning eco-system availed to be among the leading business schools that make a difference on the global stage," said Dean Kamel confidently. "We are committed to continuous reinnovation and rethinking, and we will get there."



Salma Medhat, business administration major and winner of the Ahmed Zewail (Noble laureate in chemistry) Prize for Excellence in the Sciences and Humanities.