Department of Management
Bachelor of Business Administration
Management Education at AUC

Employing the pillars of entrepreneurship, innovation and leadership, the Department of Management at AUC’s School of Business surpasses what is taught within its classrooms.

The department’s collaborative approach with the business world, prominent universities worldwide and other departments at AUC provides a more holistic and deeper understanding of issues. This is manifested by the success of the department’s alumni, who are in positions of leadership across various profit and nonprofit sectors all over the world. The department’s network of alumni provides students with access to information, mentors and career opportunities.

Management education started at AUC in 1966 with a Master of Arts (MA) in management. In 1972, management became a separate department, and in 1979, the undergraduate program in business administration was launched. In 1983, the graduate program changed to introduce the Master of Business Administration and Master of Public Administration programs.

AUC’s School of Business is the first in Egypt and North Africa to be awarded accreditation for its business programs from the Association to Advance Collegiate Schools of Business (AACSB) International. The AACSB accreditation is considered the highest standard of achievement for business schools. There are approximately 13,760 business schools worldwide, and only 53 schools outside of the United States are accredited by AACSB.
Vision

The vision of the Department of Management is to be a leading learning institution in the region, offering high-quality academic business programs comparable to those at the best universities worldwide.

Mission

The mission of the Department of Management is to develop business leaders who are dedicated to the betterment of society by providing a high-quality business education to top-caliber students from all segments of Egyptian society as well as from other countries, while focusing on continuous improvement and commitment to excellence in learning, intellectual contributions and services.

In support of this mission, the department:

- Provides a high-quality, contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
- Offers programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork.
- Creates a learning environment that fosters communication between students and faculty members, and promotes lifelong learning and career development.
- Encourages faculty-development activities that improve teaching, maintain competence and keep faculty members updated with current ideas and concepts in their fields.
- Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.
- Encourages the establishment of close partnerships with the business community through consultancies and service, which enhance the intellectual and economic quality of Egypt while enriching the learning process.
In support of the department’s mission, faculty and staff members are committed to shared core values that promote:

- Individual excellence
- Personal integrity and ethical professional behavior
- Collaboration, contribution and inclusiveness
- Lifelong learning
- Continuous improvement
- Adaptation to a changing global environment
- Social responsibility and community service

Bachelor of Business Administration

The Bachelor of Business Administration (BBA) program ensures that students master the knowledge required to be able to manage in a dynamic environment. Courses offered cover the areas of management, accounting, marketing, finance, strategy, operational management and international business. Business administration majors may select from several areas of concentration including finance, marketing, general business and management of information technology.

A total of 127 credit hours are required to obtain the BBA degree. Additionally, students seeking admission to the program typically apply in their third semester. In order to declare, they must have completed at least 27 credit hours of study, including the following two courses:

- ACCT 201 – Financial Accounting (3 credit hours)
- ECON 201 – Introduction to Macroeconomics (3 credit hours)

Or ECON 202 – Introduction to Microeconomics (3 credit hours)
Declaring a major in business administration is based on grade point average (GPA), completion of required credit hours and courses, and space availability.

BBA students are also expected to complete the following collateral requirements (12 credit hours):

- ECON 201 – Introduction to Macroeconomics (3 credit hours)
- ECON 202 – Introduction to Microeconomics (3 credit hours)
- ECON 216 – Mathematics for Economists I (3 credit hours)
- MACT 210 – Statistics for Business (3 credit hours)

Additionally, students must fulfill the following business administration core requirements (33 credit hours):

- ACCT 201 – Financial Accounting (3 credit hours)
- ACCT 202 – Managerial Accounting (3 credit hours)
- FINC 303 – Business Finance I (3 credit hours)
- INTB 301 – Introduction to International Business (3 credit hours)
- MGMT 300 – Business Environment and Ethics (3 credit hours)
- MGMT 307 – Management Fundamentals (3 credit hours)
- MGMT 311 – Business Law (Commercial and Fiscal) (3 credit hours)
- MGMT 480 – Business Planning and Strategy (3 credit hours)
- MKTG 302 – Principles of Marketing (3 credit hours)
- MOIS 305 – Introduction to Information Systems/Technology (3 credit hours)
- OPMG 310 – Operations for Competitive Advantage (3 credit hours)

Students must also complete 21 credit hours in an area of concentration.
1. Marketing Concentration

All students must take the following courses:
- MKTG 405 – Marketing Research (3 credit hours)
- MKTG 408 – Marketing Communications Management (3 credit hours)
- MKTG 410 – Consumer-Buyer Behavior (3 credit hours)
- MKTG 480 – Marketing Strategy (3 credit hours)

Students must choose three of the following courses:
- MKTG 411 – Professional Selling (3 credit hours)
- MKTG 412 – International Marketing (3 credit hours)
- MKTG 414 – Services Marketing (3 credit hours)
- MKTG 416 – E-marketing (3 credit hours)
- MKTG 418 – Principles of Public Relations (3 credit hours)
- MKTG 420 – Advanced Marketing Research (3 credit hours)
- MKTG 470 – Special Topics in Marketing (3 credit hours)

2. Finance Concentration

All students must take the following courses:
- FINC 404 – Investment Analysis (3 credit hours)
- FINC 405 – Applied Banking (3 credit hours)
- FINC 414 – Corporate Finance (3 credit hours)

Students must choose four of the following courses:
- ECON 303 – Money and Banking (3 credit hours)
- FINC 408 – International Finance (3 credit hours)
- FINC 410 – Capital Markets (3 credit hours)
- FINC 412 – Options and Derivatives (3 credit hours)
- FINC 415 – Portfolio Theory and its Applications (3 credit hours)
- FINC 470 – Special Topics in Financial Management (3 credit hours)
3. Management of Information Technology Concentration

All students must take the following courses:
- MOIS 406 – Management of Information Systems and Database Management (3 credit hours)
- MOIS 435 – Introduction to Electronic Business (3 credit hours)
- MOIS 466 – Human-Computer Interaction (HCI) (3 credit hours)
- MOIS 499 – Internship Project (3 credit hours)

Students must choose one of the following courses:
- MOIS 430 – Business Information Systems Analysis and Development (3 credit hours)
- MOIS 477 – Systems Integration (3 credit hours)

Students must choose two of the following courses:
- MOIS 423 – Geographic Information Systems (GIS) (3 credit hours)
- MOIS 432 – Information and Decision Support Systems (3 credit hours)
- MOIS 433 – Marketing Information Systems (3 credit hours)
- MOIS 434 – Financial Information Systems (3 credit hours)
- MOIS 444 – Accounting Information Systems (3 credit hours)
- MOIS 450 – Strategic Information Systems (3 credit hours)
- MOIS 470 – Special Topics in Management of Information Systems (3 credit hours)

4. General Business Concentration

After completing the business administration core requirements, students seeking a concentration in general business are required to take seven courses from at least five different functional areas, with a maximum of two courses from any single area. The courses must be at the 300 and 400 levels.

Areas for the general business concentration are accounting, finance, international business, management, marketing, management of information technology and operations management.
Minor in Business Administration

The minor in business administration is designed to introduce students to the basic concepts, models and techniques of the discipline. Students who have completed the minor requirements and who meet the GPA requirement should apply for the minor in their senior year.

Requirements
The minor requires completion of six courses (18 credit hours) as follows:
- ACCT 201  – Financial Accounting (3 credit hours)
- MGMT 307 – Management Fundamentals (3 credit hours)
- ECON 201 – Introduction to Macroeconomics (3 credit hours)
OR
- ECON 202 – Introduction to Microeconomics (3 credit hours)
OR
- ENGR 345 – Engineering Economy (3 credit hours)
- MKTG 302 – Principles of Marketing (3 credit hours)
- FINC 303  – Business Finance I (3 credit hours)

In addition, students must choose one additional course from the following business areas: accounting, finance, international business, management, marketing, management of information systems and operational management.
The minor in entrepreneurship is designed to introduce students to the idea of entrepreneurship, as well as the traits and behaviors of an entrepreneur. They will learn how to identify market opportunities and conduct simple feasibility studies for their business ideas. Students can also expect to learn the basic legal aspects of establishing a company in Egypt, and the basic marketing and financial knowledge and skills they need to master for their new company to be successful. This knowledge is finally integrated when students engage in multidisciplinary teams in the challenging, yet exciting, task of creating a new venture and preparing a full business plan. Students who have completed the minor requirements and who meet the GPA requirement should apply for the minor in their senior year. Students who minor in entrepreneurship are not permitted to have a minor in business administration or accounting.

**Requirements**

- ENTR 203 – Introduction to Entrepreneurship and Small Business Management (3 credit hours)
- ENTR 303 – Principles of Entrepreneurial Finance (3 credit hours)
- ENTR 413 – Entrepreneurship and Innovation (3 credit hours)
- ENTR 417 – Entrepreneurship Lab: Developing and Launching a New Venture (3 credit hours)
- MKTG 302 – Principles of Marketing (3 credit hours)
Bachelor of
Business Administration in Management of Information and Communication Technology

With a particular focus on addressing IT challenges that arise in business organizations, the Bachelor of Business Administration in management of information and communication technology (MICT) is designed to enable students to adapt to the needs of the Egyptian and regional environments.

Students are equipped with the knowledge to analyze and manage information, as well as design communication infrastructure. Due to limited space, the declaration of this major is granted exclusively to science students. Students must meet GPA requirements as determined by the department, as well as complete the following courses:

- ACCT 201 – Financial Accounting (3 credit hours)
- CSCE 106 – Fundamentals of Computer Science (3 credit hours)
- MACT 112 – Statistical Reasoning (3 credit hours)
- or MACT 131 – Calculus I (3 credit hours)

Students pursuing the Bachelor of Business Administration in MICT are not permitted to major or minor in the field of accounting. MICT students must complete the following business administration core and collateral requirements:

**Core Requirements (21 credit hours):**

- FINC 303 – Business Finance I (3 credit hours)
- MGMT 300 – Business Environment and Ethics (3 credit hours)
- MGMT 307 – Management Fundamentals (3 credit hours)
- MGMT 311 – Business Law (Commercial and Fiscal) (3 credit hours)
- MKTG 302 – Principles of Marketing (3 credit hours)
- MOIS 305 – Introduction to Information Systems/Technology (3 credit hours)
- OPMG 310 – Operations for Competitive Advantage (3 credit hours)
Collateral Requirements (18 credit hours):
- ACCT 201 – Financial Accounting (3 credit hours)
- ACCT 202 – Managerial Accounting (3 credit hours)
- ECON 201 – Introduction to Macroeconomics (3 credit hours)
- ECON 202 – Introduction to Microeconomics (3 credit hours)
- ECON 216 – Mathematics for Economists I (3 credit hours)
- MACT 112 – Statistical Reasoning (3 credit hours)
or  MACT 131 – Calculus I (3 credit hours)

Students pursuing a Bachelor of Business Administration in MICT are required to complete the following courses:

1. Management of Information Technology Concentration

All students must take the following courses:
- MOIS 406 – Management of Information Systems and Database Management (3 credit hours)
- MOIS 435 – Introduction to Electronic Business (3 credit hours)
- MOIS 466 – Human-Computer Interaction (HCI) (3 credit hours)
- MOIS 499 – Internship Project (3 credit hours)

Students must choose one of the following courses:
- MOIS 477 – Systems Integration (3 credit hours)
- MOIS 430 – Business Information Systems and Development (3 credit hours)

Students must choose two of the following courses:
- MOIS 423 – Geographic Information Systems (GIS) (3 credit hours)
- MOIS 432 – Information and Decision Support Systems (3 credit hours)
- MOIS 434 – Financial Information Systems (3 credit hours)
- MOIS 444 – Accounting Information Systems (3 credit hours)
- MOIS 450 – Strategic Information Systems (3 credit hours)
- MOIS 470 – Special Topics in Management of Information Systems (3 credit hours)
2. Computer Science Concentration

All students must take the following courses:
- CSCE 110 – Programming Fundamentals (3 credit hours)
- CSCE 210 – Data Structures and Algorithms (3 credit hours)
- CSCE 346 – Introduction to Information Security (3 credit hours)
- CSCE 342 – Computer Systems (3 credit hours)

Students must choose two of the following courses:
- CSCE 315 – Programming Languages (3 credit hours)
- CSCE 316 – Java Programming (3 credit hours)
- CSCE 456 – Web-based Design (3 credit hours)
- CSCE 485 – Selected Topics in Computer Science (3 credit hours)

Bachelor of Business Administration

Careers

Graduates of the Department of Management at AUC’s School of Business do not just join the workforce; they influence it, shape it and change it to the better. The department’s programs go beyond those of other business schools to instill a complete entrepreneurial mindset in students. The programs teach students to not only recognize opportunity, but to create it. This is a necessary skill in a business environment that is constantly evolving.

The department recruits outstanding students, and its programs instill in them necessary learning skills to succeed in the rapidly changing, competitive world of business. The department strives to make the business world know that its graduates are indeed a rare find. Through a rigorous and constantly evolving curriculum, the Department of Management teaches students how to work in a smarter and more efficient way, as well as create better strategies — the tools that successful companies expect from their leaders.

The department works hard to prepare its graduates not only for their first job after graduation, but for a lifetime of contributions to the private, public and nonprofit sectors.
Sami Akabawi, professor of management (1983); PhD 1977, City University, London.

Mohga Badran, professor and chair, Department of Management (1986); PhD 1985, Stockholm University.

Maha ElShinnawy, professor of management and ethics; director, Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program (2004); PhD 1993, University of California at Los Angeles.


Tarek Hatem, professor of management (1989); PhD 1986, University of Colorado.

Sherif Kamel, professor of management; dean, School of Business (2000); PhD 1994, London School of Economics, University of London.

Samir Youssef, professor of management (1980); PhD 1971, University of Iowa.

Islam Azzam, associate professor of management (2005); PhD 2003, University of California-Irvine.


Dina Rateb, associate professor of management of information systems; director, Business Computer Center (1993); PhD 1992, University of Pittsburgh.

Ahmed Tolba, associate professor of marketing; director, El-Khazindar Business Research and Case Center (2006); PhD 2006, The George Washington University.

Eskandar Tooma, Abraaj Capital Chair of Private Equity and associate professor of finance; director, Citadel Capital Financial Services Center; PhD 2003, Brandeis University.

Ahmed Sallam, visiting associate professor of management (2012); PhD 2003, Ain Shams University.

Amr Badreldin, associate professor of management (2012); BA 1984, Cairo University; MSc 1989, PhD 1993, Eindhoven University of Technology.
Omar Farooq, associate professor of finance (2012); BSc 1999, Ghulam Ishaq Khan Institute of Engineering Sciences and Technology; MSc 2001, Illinois Institute of Technology; PhD 2008, Swedish School of Economics and Business Administration.

Assistant Professors

Neveen Ahmed, assistant professor of finance (2011); BSc 2000, Cairo University; MA 2010, PhD 2012, North Carolina State University.


Steven Formaneck, assistant professor of operations management (2009); BA 2002, University of Minnesota Morris; MA 2004, PhD 2008, University of Waterloo.


Ayman Ismail, assistant professor of management; Abdul Latif Jameel Endowed Chair of Entrepreneurship (2011); BSc 1995, MBA 1997, The American University in Cairo; MA 1999, PhD 2009, Massachusetts Institute of Technology.

Maha Mourad, assistant professor of marketing (2009); BA 1993, Cairo University; BA 1995, MBA 1999, The American University in Cairo; PhD 2004, University of Nottingham.

Iman Seoudi, assistant professor of strategy and entrepreneurship; BA 1995, MA 2000, The American University in Cairo; PhD 2009, Case Western Reserve University.


Craig Wishart, assistant professor of management (2011); BSc 1989, University of Pittsburgh; PhD 1998, Case Western Reserve University.

Mohamed El Barkouki, assistant professor of management (2011); BSc 1989, University of Pittsburgh; PhD 1998, Case Western Reserve University.

Pierre Rostan, assistant professor of finance (2012); BA 1994, MA 199, PhD 2003, University of Quebec.

Sherif El Rakabawy, assistant professor of operations management (2012); MSc 2003, University of Bonn; PhD 2009, University of Leipzig.

Professors of Practice

