MSA University
October University for Modern Sciences and Arts
Established by Dr. Nawal El Degwi in 1996

Faculty of Management Sciences

Achievement Book

2017/2018

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Faculty of Management Sciences

(Established 1996)

Activities & Achievements

of the faculty in 2017/2018

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1. Dean's Word

I would like to welcome all students and staff to the Faculty of Management Sciences, the strong and fast growing business school.

We are fully aware of the accelerating pace of change in the economic, technological, social, cultural, and political environment. Consequently, we deeply believe it is incumbent upon us-and every great business school- to be engaged in, and be committed to, continuous quality learning to fulfill our mission. We commit ourselves to preparing our business students, the future business leaders, to thrive in the world of business, a world that is characterized by its fierce global competition and extremely fast technological transformation. Therefore, we are determined to have our students, the future business leaders, learn to think rationally, creatively, and critically; to communicate clearly, correctly, and persuasively; and to put technology to work in both education and business. In their learning process, our students are continuously encouraged to actively learn and use educational technology, teamwork, oral and writing instruments to improve their skills and ability to solve problems.

We are well positioned to make a difference in management education and practice, we fully subscribe to the principle of continuous improvement, thus will ever strive to reach new levels of excellence.

Our faculty consists of 4 departments namely Accounting, Economics, Management Information Systems, and Marketing and International Business.

The Faculty of Management Sciences plans, implements and controls its activities according to its vision, mission and strategic objectives.

Vision

The faculty is seeking to be one of the leading institutions in the Middle East in management sciences with programs that meet the quality requirements of the local, regional, and the international markets. The Faculty also aspires to be a source of educational excellence in management sciences that combines latest theory with practical experience to best suit and serve the community.

Mission

The Faculty of Management Sciences focuses on self and interactive learning practices for students to develop their skills and theoretical knowledge through, providing a variety of programs, curriculums, and facilities that meet quality standards and the market's requirements for all specializations, developing the capabilities and skills of the teaching staff through academic (scientific) research and training and contributing to the development and growth of the community.

The Faculty's strategic objectives

1. To attract the largest number possible of distinguished students to join the faculty.
2. To increase the number of academic researches.
3. To contribute effectively to environmental development and community services.
4. To ensure continuous development for effective teaching, learning and assessment.

The main purpose for all of our activities is to prepare our students for the job market by enhancing their critical thinking, self-learning and problem solving skills to ensure high employability for our graduates. Therefore, the faculty performs all of its academic and nonacademic activities mentioned in this section

I would like to take a moment to thank the Faculty of Management Sciences family: the students and the academic and administrative staff, for their support and dedication to make our strong faculty even stronger, which is evidenced by our great achievements in being validated by University of Greenwich 2013 and in being accredited by NAQAAE August 2016.

2. Introduction To The Faculty

The Faculty of Management Sciences, MSA University was established in 1996 by a presidential decree and has graduated 3199 graduates in 3 cohorts per year (Fall – Spring – Summer). Since then, it was able to prove itself as a first class educational entity that offers exceptional education to its students.

The Faculty of Management Sciences offers four programmes:

1. Accounting
2. Economics
3. Management Information Systems
4. Marketing and International Business

The Faculty of Management Sciences programmes are designed to provide the students with the main theoretical concepts and practical applications that can be used in today's dynamic business environment. To achieve this, the faculty depends on various methods of delivery and selects the most appropriate assessment methodology to ensure the students' ability to demonstrate the required learning outcomes of their programme of study. Moreover, there is continuous development of the programmes, the learning material, and the teaching methodology to enhance the standard or calibre of our graduates.

As the student progresses from one level to another, they need to develop their learning abilities so that by the end of level four, they will have achieved the outcomes of the programme. Finally, the aim is to enhance the student’s judgment, critical analysis, and application of knowledge to become an independent learner, because whenever the student needs to know more about an area he/she could independently search and guide himself/herself.

Furthermore, our aim is to enhance the student's employability by improving team-work, communication, and presentation skills, and acquire awareness of the rapidly changing dynamic business environment where flexibility, innovation, and adaptability are a must.

The objective of the faculty is to help students acquire deep knowledge and understanding of the basic concepts, theories and practices in the fields of business and economics; and to prepare them to become effective leaders in these fields. This objective implies educating students to be responsible adults in all aspects of their lives in an era of dynamic change.

Therefore, our main strategy is to provide our students with the tools needed to adequately interpret and analyze contemporary related issues; and to deal effectively and efficiently with the business environment they are soon to face. In other words, that is to develop their analytical skills, and to stimulate their thinking abilities.

Hence, great emphasis and attention are given to the following:

- Providing our students with the information, communication techniques and facilities needed to keep them up to date with the latest developments and changes taking place in global business environment.
- All students have access to the internet services at the University. During their studies, students are expected to make extensive use of the internet as a major source of information as far as all subjects offered are concerned.
- In addition to formal lectures, course delivery also includes case studies and tutorials where major contemporary issues are discussed, evaluated, and debated. Moreover, the instructors

resort to guest speakers from the market who have hands on experience to enrich class discussions by actual real life examples. Field trips are also used to give the students an actual real life experience about the work place.

- Developing the students' intellectual abilities, analytical and presentation skills through undertaking research projects in a variety of disciplines. These projects are closely supervised by instructors and teaching assistants. In addition, final year graduation projects are formally assessed and evaluated by a panel of internal and external examiners.

3. Successful Accreditation of The Faculty of Management Sciences by NAQAAE

The faculty of management sciences celebrated the tremendous accomplishment of being accredited by the National Authority for Quality Assurance and Accreditation of Education. Our faculty is considered to be the first business school to be accredited in both public and private universities in Egypt.

Dr. Nawal El Degwi gave a congratulations speech for such accomplishment followed by a word of Prof. Khayri Abd Elhamid the University President and Prof. El Sayed Nagy faculty Dean to ensure the importance of such achievement and emphasize on the hard work done by the faculty. The event was followed by lunch that joined faculty staff to celebrate the delightful event.

NAQAAE has organized a ceremony to celebrate nationally accredited high education institutions. Among the awarded was Prof. Khayri Abdel Hamid, President of MSA University and Prof. El Sayed Nagy, dean of the Faculty of management sciences, which has been recently awarded the national accreditation. The faculty of management sciences, MSA, is considered the first theoretical faculty to be awarded the national accreditation. Prof. Khayri commented on the event by stating that this award is the result of Dr. Nawal El-Degwi's, head of board of trustees, great efforts and constant support.

The faculty is now preparing its new 5 year strategic plan to be presented to NAQAAE. In this process we divided the staff into 14 teams and each team was directed to gather information from various stakeholders. A series of focus groups were held with students of different levels whether newcomers, second, third and fourth year students to get their input and their views as to points of strength, weaknesses, opportunities and threats of their faculty. Moreover, individual meetings were conducted with successful graduates to ask their opinion as the useful modules that were helpful along their careers and the views of their faculty. Other focus groups were conducted with academic staff (doctors, T.As and A.Ls) as well as with administrative staff. Moreover, the opinions of other external stakeholders were investigated.

4. Successful Validation of The Faculty of Management Sciences by University of Greenwich

The Faculty of Management Sciences - MSA University has been validated by two of the most well-known Universities in the United Kingdom; which are Middlesex University 2003 – 2013 and University of Greenwich from 2013 to present. Accordingly, our graduates receive dual degrees, a British degree and an Egyptian one accredited by the Egyptian Supreme Council for Universities.

4.1. UK Partnership Privileges

Students receive two degrees – one from UK and the other from Egypt.

MSA and British Universities' partnership will influence the development of education in Egypt and the entire region by setting a new benchmark for educational excellence to which other universities will aspire.

It is a unique partnership across all academic activities, including degree validation, research collaboration and staff and student exchanges and it provides a framework of ongoing and continuous quality enhancement, taking advantage of the latest developments in the UK higher education sector.

4.2. UK Summer Abroad Programme

The students of the Faculty of Management have a chance to travel to Greenwich University in the UK for two-three weeks of the summer course to study part of the course while the other part is conducted in MSA University prior to their travel to the UK. The students then return to MSA University for course revision and final exam.

In summer 2017 ten students were granted the opportunity to travel to University of Greenwich, as part of their profile, after extensive interviews.

In summer 2018 around 28 students are about to travel to University of Greenwich (UoG) London to join the summer programme to take their lectures in the lovely Greenwich campus and visit London.

Ms. Mona Affifi Director of Central Quality Assurance & Audit Unit cooperates with the faculty's student affairs and provides the required assistance to the students.

5. The Students' Academic and Non-Academic Activities and Achievements of the Faculty of Management Sciences

5.1. Introduction about Students' Activities

There is a growing interest within higher education (HE) discourse in students becoming more active participants and co-creators of their learning experience (McCulloch, 2009)[1]

At MSA we believe in active learning which engages students in the learning process and ensures that students think about what they are doing. At MSA we also believe in enhancing the student's skills and personality through academic and non-academic activities that is extracurricular activities which support the educational process in building the graduate attributes of MSA graduates.

As we are now in the 20th year of MSA University, the faculty of Management Sciences which in amongst the oldest faculties of MSA presents a growing number of activities and competitions that we pride ourselves in advising under the umbrella of the faculty and these include but are not limited to:

[1] McCulloch, A. (2009), The student as co-producer. Studies in Higher Education,34,2,171-183

5.2. Student's Researches Published in International Journals

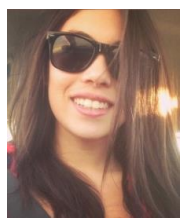
Three of our distinguished students from major economics in the Faculty of Management Sciences managed to publish their articles internationally under the supervision and support of Professor Doaa Abdou as follows:

Prof. Doaa Abdou

Mohamed Samir

- Doaa Salman Abdou, Amal Gamel Salem, Mohamed Samir. A Battle for the Future: Quantum Computing Chips Markets Analysis in the Light of Game Theory. American Journal of Modern Physics and Application. Vol. 5, No. 2, 2018, pp. 30-36

Nadeen Mustafa Kamal



- Doaa Salman Abdou, Nadeen Mustafa Kamal. Future of Artificial Intelligence: Japan's Path to Growth. American Journal of Modern Physics and Application. Vol. 5, No. 3, 2018, pp. 48-52

Nadeen Sherif El Adaway

- Doaa Salman Abdou, Nadeen Sherif El Adaway. Application on Game Theory: Cement Industry in Egypt - Arabian Cement Company. American Journal of Business, Economics and Management. Vol. 6, No. 3, 2018, pp. 49-56

- Doaa Salman Abdou, Nadeen Sherif El Adawy. Signals and Policies Required for Informal Markets: Evidence from Egypt & China. International Journal of Service Science, Management and Engineering. Vol. 5, No. 3, 2018, pp. 84-92

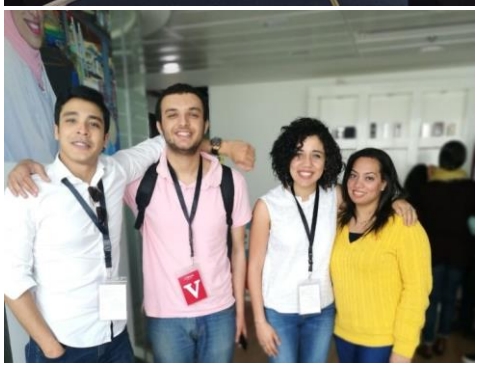
5.3. Participating in External Competitions

5.3.1 Ernst & Young (EY) Tax Professional of the Year Competition

MSA Faculty of Management Sciences students were selected from the Top Winners in the Tax Competition on 6th of March 2018 sponsored by Ernst & Young one of the four large Accounting firms worldwide. The event hosted fifty accounting students from five reputable universities namely MSA, AUC, GUC, MIU and Cairo University.

The Tax Competition is an educational activity that is conducted by Ernst & Young (EY). Participating students attended a workshop conducted by EY professionals and at the end of the day they were challenged with a case study where 2 of MSA students namely; Abdulrahman Sayed Ramadan and Mennatallah Assem Al Shamy were selected from the top 10 winners. All MSA participating students were awarded an opportunity for summer training and eventually leading to a higher chance of a full-time job opportunity after they graduate

5.3.2 L'Oreal Brand Storm Competition



The Faculty of Management Sciences participated with two groups of students from major Marketing and International Business under the supervision of Dr. Samia El Sheikh, Dr. Yasser Tawfik and T.A. Nora Said in the L'Oreal Brand Storm Competition 2018 where one of the groups reached the national finals. The team members were: Bassam Elwan, Salma Hisham and Mostafa Ghorab.

The L'Oreal BRANDSTORM Competition is an annual international competition with the participation of students from all over the world. Students from all Egyptian universities can participate in the competition but only three teams are announced winners in the national finals to compete in the international finals in Paris.

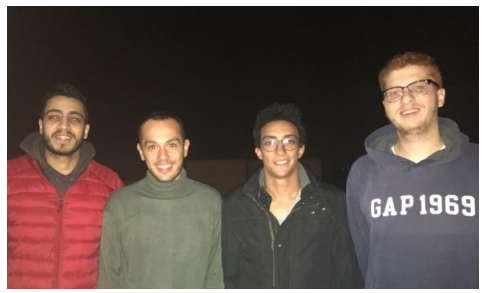
5.3.3 CFA Institute Research Challenge '18

The Faculty of Management Sciences is always motivating its students to make a difference in the market and to start interacting with real life experiences. Hence, the faculty selected a group of its students to participate under supervision of Prof. Doaa Abdou and assistant lecturer Asmaa Hamdy in the CFA Institute Research Challenge with other national and private Egyptian universities. The students who participated in the contest are: Shahira Mohamed, Mostafa Mohamed, Ahmed Adel Mohamed and Marwan Nader

The CFA Institute Research Challenge is an annual, global competition that provides university students with hands-on mentoring and intensive training in financial analysis. During this competition, students write a research report on a company assigned to them and present their findings to a panel of investment industry experts and CFA Charter holders.

The competition has three levels: Local, Regional, and Global. Winners at the Local level advance to compete against winners within their geographic region at the Regional level. Winning Teams at the Regional level will compete in the global final.

5.3.4 Fossil international Competition



The Marketing Challenge by Fossil is about generating a new idea for marketing hybrid smart watches using different marketing channels in order to increase awareness for the target audience.

The Faculty of Management Sciences major Marketing participated in the competition with 11 of its students divided into 3 groups under the supervision of Dr. Yasser Tawfik, Dr. Ibrahim El Sahouly and Dr. Omnia Zaazou as well as A.L. Rania Ibrahim and T.A. Nora Said. The winners in this competition will be announced in July 2018. The students who participated are as follows; the first group Ahmed Elwan, Ahmed Oraby, Adham Sharef, the second group Mohamed Yasser, Omar Moharam, Shahira Mohsen, Yousef Ramzy and the third group Hussein Khaled, Omar Emad, Mohamed Ahmed and Aly Khaled.

5.4. MSAMUN

The Model United Nations is a student activity based on intellectual replication of United Nation sectors such as General Assembly, Economic and Social Council (ECOSOC), Security Council and other multilateral bodies. Within the Model UN, students play roles as ambassadors for an assigned country or non-governmental organization (NGO) in a simulated session where they debate current issues on the council's agenda. While playing their roles as ambassadors, delegates prepare speeches, formulate draft resolutions, negotiate with associates and adversaries and resolve conflicts.

Benefits of MUN to the Student/Graduates

Students learn in a safe environment various skills:

1) Reading about recent world problems
2) Research skills to try to understand the reasons and solutions suggested to these problems from various conflicting points of view
3) Referencing skills and academic writing
4) Public speaking and expressing their point of view politely
5) Listening to others
6) Accepting and respecting diversity and opposite point of view
7) Respecting the MUN charter rules that are similar to real world diplomacy rules
8) Organizing committee gains student business skills that include:
    - Time management
    - Leadership skills

- Budgeting and expense control
- Communication skills
- Problem Solving

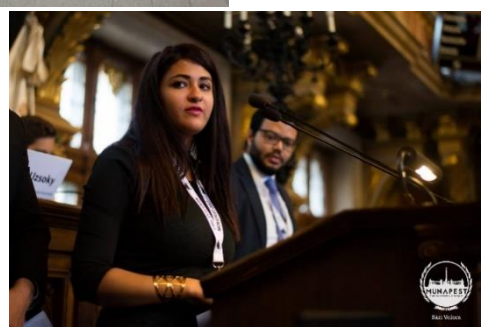
Benefits of MUN to the Society

1) All this builds future diplomats and politicians prepared for practicing a healthy political life

5.4.1 MSAMUN 8th annual conference

MSAMUN 8th annual conference December 2017 (8th round) was held in the headquarters of the League of Arab States in Tahrir square with the honorary presence of Dr. Nawal El Degwi head of board of trustees of MSA University and Prof. Khayri Abd El Hamid president of MSA University. The keynote speaker on behalf of the League of Arab States was Mr. Moatassem El Shawa the Secretary General of the League of Arab States (Sector of Palestine & occupied Arab territories).

5.4.2 MSAMUN Students Representing the University in International Conferences



MSAMUN students participate in yearly International Conferences in MUNAPEST (Budapest Model United Nations) International Conference for university students in Budapest - Hungary. MSAMUN students received multiple awards in every participation; some of the awards include best delegate awards both on the individual level and on the University level and honorable mentions awards. MSA

University was awarded a certificate acknowledgment of outstanding participation of a University several times.

MSA students from different faculties traveled to represent MSA University in Budapest, Hungary to attend MUNAPEST conference. They traveled in April 2017 where they received 9 awards and in April 2018 where they received 10 awards as follows:

1. Model United Nations of Budapest International Conference (MUNAPEST) and Awards **April, 2018**
   - 1.1. 3 Best Delegates: UNSC (United Nations Security), ECOSOC (Economic and Social Council) and UN General Assembly - SOCHUM (Social, Humanitarian and Cultural Committee).
   - 1.2. 1 Best Position Paper of UNGA– SOCHUM
   - 1.3. 6 Honorable Mentions: OIC, ASEAN, UNGA – SOCHUM, SFC, DISEC, ECOSOC
2. Model United Nations of Budapest International Conference (MUNAPEST) and Awards **April, 2017**
   - 2.1. 2 Best Delegates: (SC: Counter-Terrorism Committee) and (SC: Peace building Commission).
   - 2.2. 7 Honorable Mentions (Organization of American States), (Legal Committee), (SC: Sanctions Committee), (SC: Peace building Commission), (Special Financial Committee), and (General Assembly).

5.5. Stock Market Simulation 2018

The Stock Market Simulation is a student activity that is organized by the Faculty of Management Sciences and it includes both the simulation of the stock market and insightful preceding sessions.

Students participating are divided into investors, brokers, banks, and mutual funds. The main aim of the simulation is to expose students to how the stock market works. Students participate from all faculties in the University, because it is a general interest for many students who are aware that a strong economy begins with strong and well educated work force. This is a very popular activity in which students learn and have fun.

This year the simulation was held from the 19th to the 21st of April 2018. Certificates were awarded to the participants as well as trophies for the best investors, banks and mutual funds in the closing ceremony of the simulation. The list of winners includes:

Best Investors

Name	Team Name
Ghada Gamal	GM
Maha Mohamed	
Kirollos Amgad	Maronite Team
Beshoy Emad	

Best Bank: ARA Team

Name
Abdelrahman Medhat
Rami Maged
Ahmed Mahmoud
Kholoud Khaled

Best Mutual Fund: Belly Team

Name
Mohamed Maher
Ahmed Mohamed Gouda
Ahmed Mohamed Tawheed

Best Brokers: SNA Team

Name
Nada Osama
Amr Ahmed Mohamed
Shorouk Tharwat

5.7. TEDxMSAUniversity

TEDxMSA University is a new student activity that started under the umbrella of the faculty of management sciences – MSA University. TED is an International organization that functions in many cities, countries and universities of the world such as TEDx Oxford University, TEDx Cambridge University, TEDx London, TEDx Sydney, TEDx Berlin.

This organization (TED) gives license to people around the world to prepare TED like events called TEDx. This licensed event hosts a

group of speakers talking and sharing different original ideas in all fields of life. The event also host entertainment by entertainers or performers or artists.

TEDxMSA University event speakers cover spectrum of disciplines introducing ideas, posing solutions and applying them to our community.

Mission

Spreading knowledge and new ideas through organizing a series of TEDxMSA University events.

Objectives

- Introduce the TED experience in MSA
- Bring together innovators and explorers
- Encourage students to share knowledge and ideas
- Give the space for people to present their ideas in any field (ex: science, poetry, philosophy, technology, entertainment, etc…)
- Spread what's new in technology allover Egypt
- Discover new talents or music.

TEDxMSAUniversity's Second Annual Event

TEDxMSA University launched its second round successfully in an interesting event, hosted by Ahmed Galal (the social media sarcastic comedian). The event took place on February 10th 2018 in the G round Hall at MSA University Campus. Around 200 guests attended the event.

Speaker list included:

1) Ahmed Abdel-Hamid, CEO of SunUtions, a solar energy startup that gears towards solving the energy crisis

2) Amr Mansy, Former world-ranking squash player

3) Hany Kozman, CEO: Of Benchmark Company auditing firm

4) Mariam Gobba, A lawyer graduated from Sorbonne & Traveled 18 countries and 80 cities

5) Medhat Benzoher, Founder of Greenish Egypt which is a social business that delivers education and innovative solutions about the environment through Art.

6) Mostafa Hassanen, CEO of Agrimatic. A farm that utilizes hydroponics to offer the public organic and all-natural fruits and vegetables.

7) Mostafa Salem, an urban designer

8) Nihal Salem, Founder of Pet Residence

9) Ali Abou-taleb, Founder of Crush mobile Application. The application enables users to contact each other through their phone numbers

10) Nancy Kareem, an MSA graduating students who developed a new way that involved nano-technology to target only cancer cells and leaves normal cells harmless it was one of the top 10 projects chosen by Cancéropôle Grand Sud-Ouest Foundation to participate in "Young Scientists Workshop" held in Paris.

5.8. Stock Exchange Step by Step

The Faculty of Management Sciences organized in collaboration with the Egyptian Stock Exchange the training program Borsa Step by Step that was held in three rounds on the 18, 19 & 20 September and 9 & 10 October 2017 and the third round was held in 26 & 27 February 2018. Prof. Doaa Salman supervised the implementation of the training program, which helps to prepare new candidates that meet the standards of the job market.

Borsa Step × Step which is an informative activity of The Egyptian Stock Exchange (EGX), as it aims to increase awareness about investing in the stock market. The lectures were given by experts from the Egyptian Stock Exchange:

- Dr. Heba El Serafi (Vice President of Listing Sector - Egyptian Stock Exchange)

- Mr. Ahmed El Nagar (Director of Company Registration - Egyptian Stock Exchange)
- Mr. Ahmed El Sayed (General Manager of Research unit - Egyptian Stock Exchange)
- Mr. Mohamed Selim (Deputy Director of Market Monitoring Department - Egyptian Stock Exchange)
- Mr. Mostafa Singer (Head of Department of Trading Control - Egyptian Stock Exchange)
- Mr. Sherif Fouad (Supervisor of Public Relations and Marketing - Egyptian Stock Exchange)

Certificate distribution event

Prof. El Sayed Nagy, Dean of the faculty of Management Sciences, welcomed Mr. Mohsen Adel, Vice Chairman of the Egyptian Stock Exchange, to distribute the certificates for a number of the University students who completed the Stock Exchange Step by Step training program in which they learned the basics of trading in the Egyptian Stock Exchange.

The ceremony was attended by many staff members and students from the faculty. At the end, Prof. El Sayed Nagy thanked Mr. Mohsen Adel for the efforts made by the Egyptian Stock Exchange and the team behind organizing the program in order to develop the skills of our students and prepare them to work in Stock Exchange.

5.9. Tax Simulation with PricewaterhouseCoopers (PwC)

The Faculty of Management Sciences held a tax simulation on the 25th of March 2018 which was conducted by one of the most

prestigious accounting firms globally, PricewaterhouseCoopers (PwC). This event includes sessions about international tax regulations as well as the Egyptian tax laws. The main aim of the simulation is to decrease the gap between the professional life and the academic life in the area of taxation and thus enhance students' employability skills. An assessment was conducted at the end of the simulation and the winners were granted an internship at PwC Egypt. The winners for this year simulation were Abdelrahman Sayed Ramadan, Mostafa Mohamed Mostafa Saad and Youssef Amr Marzouk.

5.10. Advertising Project Fair

Faculty of Management Sciences organizes an advertising project fair every semester for all advertising course projects for designing

marketing campaigns, the aim of the fair is to encourage the creativity and critical thinking of students and to let the students think out of the box. The event is organized by Dr. Omnia Zaazoua and projects are evaluated by top level managers of actual advertising companies functioning in the market offering professional comments on the work of the students and giving advice to support them in the field of advertising.

The theme for the projects for fall 2017 was supporting national products as all projects were done on locally produced products or services as Cords (Egyptian accessories brand), Blue sky travel agency, Bimbo, Bata, Flix company for electrical supplies, Moltobella (Swifax company), Fridal air freshener, Sima, Richbake, Co-op, Luna, Mobica, Isis, Krafts, Lino oats, Covertina and Krno for plastic products.

The guest judge for this event was Mr. Hazem Derae (Chairman of Look Advertising and the Egyptian Advertising Association; nicknamed The Guru of Egyptian Advertising) who gave them valuable comments that would enhance their employability skills. In addition to, the marketing managers of some of the companies that produce the local products attended and benefited from the remarks of the Guru and they actually offered jobs to our students.

Moreover, in Spring 2018 semester the faculty of management sciences organized the event in collaboration with Faculty of Mass Communication for presenting the students' advertising campaigns for branding the Egyptian national projects using the theme "For the Love of Egypt" to spread sense of belongingness and appreciation to the government for investments done in the last period.

The event was attended by Dr. Nawal El Degwi who welcomed and thanked Mr. Makram Mohamed Ahmed (Secretary General of Union of Arab Journalists), Mr. Mostafa Bakry (Member of the Parliament and Editor in Chief of El Osboa newspaper) and Major Dr. Samir Farag for attending the event and gave them honorary shield.

5.11. Orientation on different Majors

The Faculty of Management Sciences organized an event on the 22nd of November 2017 discussing the different majors in the faculty; Accounting, Economics, Management Information Systems and Marketing and international Business and its career fields. The session also discussed field training which is now obligatory for all students who enrolled in the faculty September 2016 onwards as each student must successfully finish 3 weeks field training in the second year and 3 weeks field training in the third year. Around 300 students attended the informative lecture in which the Dean explained the required forms to be filled which is now mandatory for all students joining the faculty September 2016. Moreover, the programme leaders explained the major constituents of the new programmes and how the faculty put a lot of effort to arrive at the updates of these new programmes. Furthermore, the Head of

Departments explained to the students different career prospects and job opportunities of different majors.

5.12. Rotaract Awareness Session

In collaboration with Rotary Club of Giza Horizon, the Faculty of Management Sciences' students attended the second Rotaract Awareness Session held on Tuesday 11th December at Safir hotel for the inauguration of their Rotaract Club. Presentations about Rotaract basics conducted by Dr. Heba Samir (Lecturer of Business and Marketing at the Faculty of Management Sciences MSA University and the Chartering President of Rotary Club of Giza Horizon), Ms. Nihal Ashour (Head of Youth Committee at RC Giza Horizon), and Mr. Mohamed Lotayef (Past President and Club Trainer at RC Giza Horizon).

Our students also joined in several charity efforts undertaken by the Rotary to help in expressing their support to those who are less fortunate as part of sharing in the social responsibility towards

upgrading the standards of living of their poorer country citizens to elevate their hardship.

5.13. Field Trips

The Faculty of Management Sciences believes in supporting its lectures by field trips. We have successfully undertaken a number of field trips throughout the year as follows:

In Spring 2018

- 2 trips to the Egyptian Stock Exchange; one under the supervision of Prof. Doaa Abdo and A.L. Mai Yasser and the second is under the supervision of Dr. Hala El Marsafy, T.A. Roba Tarek and T.A. Tasneem El Deeb

In Fall 2017

- Egyptian Stock Exchange for Economics students under supervision of Prof. Doaa Abdo, A.L. Mai Yasser and A.L. Mona Bedir

- Rich Bake Factory under the supervision of Prof. Doaa Abdo and T.A. Nouran Said
- Raya Recycling company under the supervision of Prof. Doaa Abdo

5.14. Cultural Trips by Family Leaders

The Faculty of Management Sciences truly believes in reviving the true authentic Egyptian identity through its students by conducting cultural visits. In spring 2018 the students went to Bibliotheca Alexandria and Qaitbay Castle under the supervision of T.A Noha Mostafa, T.A. Yomna El Akkad and T.A. Bassel Adel.

6. Guest Speakers

Introductory Session about Branding and L'Oreal

BRANDSTORM 2018 Competition

The Faculty of Management Sciences invited representatives from L'Oreal Ms. Shereen El Attar, Talent Acquisition Manager and Mr. Mohamed El-Ashry, HR Coordinator on the 27th of November 2017 to discuss branding and L'Oreal competition and how they can use their knowledge and creativity to join the competition. Students from all faculties in the university attended the session.

Session on Marketing Strategies and the Role of Integrated Marketing Communications

The Faculty of Management Sciences under the supervision of Dr. Yasser Tawfik organized for major Marketing and International

Business students a session by one of the faculty's graduates Mr. Abd El Rahman Hisham, Sales Representative at Volkswagen Company.

The session was held on Monday 9/10/2017 and discussed the following topics:

1) Implementing marketing strategy according to the consumer needs.
2) The role of IMC (Integrated Marketing Communications) in the marketing strategy.
3) Types of communications that could be used to deliver the company's message.
4) The product development and innovation of Volkswagen
5) So, join us tomorrow and don't miss this innovative session.

Session on Accounting

A session was held in 16 October 2017 under the supervision of Dr. Mohamed El Deeb about accounting. The guest speaker for the

session was Mr. Mohamed Yehia, Board Member of the Egyptian Society of Accountants and Auditors & member of listed committee of Egyptian Stock Exchange & member of the Egyptian Standard sitting committee with the presence of around 60 students from major accounting.

Meeting an Entrepreneur

The first session was held on the 12th of March 2018 by Dr. Hesham Haggag who is a leading entrepreneur in the Aquaponics farming field, and an oxford graduate. The second session was held 19th of March 2018 by Mr. Mohamed Shamel an entrepreneur in the West town restaurants management, and an MSA graduate. The two sessions were organized by Prof. Doaa Abdo and they discussed how to start your own business, and explore entrepreneurial challenges.

7. Students' Participation in Conferences and National Events

The Faculty of Management Sciences being part of MSA University believes in the importance of participation of its students in various national conferences to ensure that our students are aware of the continuous developments that are undertaken by our government to develop and enhance our beloved country Egypt. The students get in touch with other students on one hand and get acquainted with updates of our government on the other hand to help them shape their essential role in re-building our country.

The student affairs and activity committee of the faculty spares no effort in selection of students and informing them about all requirements for sharing in these conferences.

7.1. Youth Conference Undertaken by the Egyptian Government and President Beaurea

Five students from different faculties in MSA University attended the conference (حكاية وطن) that was held on the 17th till the 19th of January 2018 with the presence of President Abdel Fattah El-Sisi

7.2. A Celebration to Honour the Families of the Martyrs

A celebration to honour the families of the martyrs (إحتفال تكريم اسر الشهداء) was held on 30th of January 2018 in Nile University where 13 students from the faculty of management sciences participated in the event

7.3. World Youth Forum in Sharm El Sheikh

Two students from the Faculty of Management Sciences participated in the World Youth Forum under the auspicious of President Abdel Fattah El-Sisi that was held during the 4th till the 10th of November 2017 in Sharm El Sheikh. The two students are Sherif Elashiry and Reem Mahmoud Elbathy

7.4. Cairo ICT conference and exhibition 2017

The student from the Faculty of Management Sciences Reem Mahmoud Elbathy attended the Cairo ICT conference opening held on the 3rd of December 2017 and was under the high patronage of President Abdel Fattah El Sisi and attended by him.

7.5. Participated in the Arab Youth Forum under the theme "Women and Youth in Sustainable Development Goals 2030, Youth vision"

A group of 12 MSA students from different faculties (9 from the faculty of Management Sciences and 3 from the faculty of Engineering) participated in the Arab Youth Forum under the theme "Women and Youth in Sustainable Development Goals 2030, Youth vision" during the period from 17/2/2018 to 20/20/2018 at the Olympic Center in Maadi, Cairo, with the participation of 120 young men and women from different Arab and African countries.

The conference was a great example of a formal conference that highlighted various aspects related to the topic at hand which is Sustainable Development. The students enjoyed how they got in contact with a lot of people from different cultures, different beliefs and different ideologies. There were youth from Zambia and Togo.

The students made a lot of friends from this conference. The conference enlightened them with a lot of aspects like getting to know more about the environment we live in and how to help in building a sustainable environment for the coming generations.

The opening ceremony was attended by Ambassador Mervat Tallawy, Director General of the Arab Women Organization in the presence of Dr. Jehan Mohamed Hanafi, Director-General of the General Directorate of Voluntary Programs and Scouts, a representative of the Ministry of Youth and Sports.

After the opening ceremony the participants were then divided into three workshops (economic - environmental - social) in the presence of trainers specialized in these areas. The trainers were great and they were open for debating any topic and answered all questions.

The conference as a whole was such a new experience that helped the students to develop a lot socially and intellectually.

7.6. Egypt 2030: Youth Based solutions for country-wide problems (Ministry cabinet simulation) under the auspicious of the Supreme Council of the Higher Education

Four students from MSA University attended the Egypt 2030: Youth Based solutions for country-wide problems (Ministry cabinet simulation) that was held in AUC under the auspicious of the Supreme Council of the Higher Education on the 15th till the 17th of February 2018.

The following topics were discussed:

- Urban Development
- Economic Development
- Education and Training
- Energy

7.7. Egypt 2030: "Youth and State Building" Seminar

Around 250 MSA students; 40 of which from the Faculty of Management Sciences attended Egypt 2030: "Youth and State Building" seminar on the 12th of March 2018 in MUST University (Misr University for Science & Technology) where Dr. Nawal El Degwi, Head of Board of Trustees gave a speech and was honoured during the event.

8. Students' Achievements in Sports Activities and Championships 2017/2018

Ammar Tarek Mohamed Abdelazim (تجديف)

- Won 2nd place in the National Rowing Championship in 2017 and 2018
- Won 3rd prize in the University Rowing Championship in 2018.

Hassan Mohamed Amr Hassan Elseify (سباق الدراجات)

- Won 1st place in the national championship held in 2018 Road Race-Elite.
- Won 2nd place in the Time Trial championship in 2018.

9. Field Training Opportunities for Students

9.1. Introduction

MSA emphasizes the importance of developing key graduate skills such as; team work, critical thinking, technology literacy, research skills, communication and collaboration, initiative and self-direction by embedding these employability skills within its courses as well as through work experience.

Employability is not only having the capability of gaining initial employment but also the ability to maintain success and to advance on the job and also to obtain new employment in better positions if required.

The Faculty of Management Sciences programmes, which are accredited by the Higher Education Supreme Council, and validated by the University of Greenwich require that the students complete two obligatory non-credit field training periods to be eligible for graduation. The first period is in their second academic year and the second one is in their third academic year each for a period of three weeks. The programmes were accredited in September 2016 and therefore all students enrolled in the Faculty of Management Sciences from the academic year 2016-2017 are obliged to successfully complete the two field experience courses before graduation.

Students have to place themselves in field training with any public or private firm that matches their declared major or area of study. The faculty also offers some opportunities for field training in different companies and corporations.

9.2. Field Training Objectives

The main objective of the students' field training is that the students will gain practical experience in their field of studies through working in public or private companies.

This main objective is a triple-dimensional objectives of the field training are:

Students-related Objectives:

- Combining the students' academic knowledge with practical experience.
- Helping the students prepare an effective resume that could grant them an advantage over their peers who compete for the same job offers.
- Granting students practical employability skills required in the job market.
- Helping the students to take their first step in their career path.
- Enabling the students to start a network of business contacts.
- Offering an opportunity for the students to get a permanent job in their places of training after graduation.

Employers-related Objectives:

- Offering a pool of potential candidates, through enabling companies to get candidates that fit their needs.
- Reducing the cost of hiring new employees.
- Facilitating businesses contributions toward the community. Giving a chance for companies to take an active role towards the community thus proving them with opportunities for corporate social responsibility.

Faculty-related Objectives:

- Enriching the course discussions with new practical ideas brought by our students. (Students as active learners).
- Our best students can act as ambassadors in the job market, which will enhance the image of our faculty and build a stronger brand name for the graduates of our faculty.

Some of the Faculty Achievements in This Area

The Faculty has made arrangements for their students go to:

- General Motors (GM)
- Egypt Air
- Arab African Bank
- Delta RS
- Emirates NBD
- Union National Bank (UNB)
- Nestle
- Alex Bank

The Faculty sends to students the different field training opportunities offered by companies such as:

- Intel Company
- Wafa Bank
- National Bank of Kuwait
- Froneri Company
- Nestle Company
- Vodafone Company
- Giza System
- National Bank of Greece "NBG"

- Schneider Electric
- QNB
- Henkel Company
- Palm Hills
- Alexandria Bank
- British American Tabacco
- Banque Misr
- Arab African Bank
- National Bank (Al-Ahly Bank)
- Etisalat
- LEONI
- Coca-cola
- Juhayna
- Arab Bank
- Audi Bank

9.3. Internship Events

9.3.1 Conrad Hotel Career Session

Conrad Hotel conducted a one day technical session on the 14th of May 2018 under the supervision of Ms. Hala El Marsafy and MSA Training Department for our students who are in their 4th year at its premises. The session discussed the following:

- Hilton Worldwide Brands / History
- Conrad Hotels Brand Culture
- Safety, Security & Hygiene in the Workplace
- Conrad Guest Satisfaction Measurement
- Conrad Guest Experience Milestone
- Hotel Organizational Department

9.3.2 Egyptian Stock Market

The students of the Faculty of Management Sciences under the supervision of Prof. Doaa Abdo and T.A. Noha Mostafa went for a one day internship in the Egyptian Stock Market on the 15 of May 2018.

The Faculty of Management Sciences believes that it is important to enhance its students' skills and expose them to the new and dynamic environment of stocks. Therefore, the faculty sent the students to attend and engage in a one day internship at the stock market where they performed real stock market operation.

10.Graduate Unit

Graduates of the Faculty of Management Sciences are one of the valuable assets of our faculty. Through their employability in the job market they act as self-employed ambassadors for the faculty and thereby enhance the future enrollment of new recruits. It is one of the prime objectives of the Faculty to prove to our alumni that their earlier decision of joining the faculty was not only rewarding by finding lucrative and appropriate jobs but is a continuous pleasurable lifelong academic and social relationship that binds graduates with their alma mater, and which graduates -before faculty- are keen to maintain.

Activities related to Graduate Unit*:*

- Increase the awareness of the graduates about the activities of graduate unit (website, Facebook, messages, phone calls)
- Prepare the expected to graduate to apply for jobs (workshops, review CVs, employment fair)
- Invite graduates as guest speakers
- Increase training opportunities for graduates and undergraduates through protocols and networking
- Update the graduates database
- Analyze job offers for graduates and send to graduates seeking jobs
- Offer training courses tailored for the faculty of Management graduates to meet job requirements
- Analyze an annual survey for graduates to assess employability. It is done on 10 percent randomly from each graduate batch

The Faculty was able to get job opportunities for fresh graduates at the following companies:

- Ernst & Young (EY)
- KPMG
- Union National Bank (UNB)
- National Bank of Egypt (Al-Ahly Bank)
- Nestle
- Real Estate Agency
- NAOS Marketing
- Middle East Tax Investment
- MSA University (T.A vacancy)
- Admin Assistant Vacancy in a shipping company
- Bloom Bank
- Naeem Holding
- American Chamber of Commerce
- The Financial Regulatory Authority (FRA)

10.1. Events

10.1.1 Graduate Attributes Event: "From Graduates to Students"

The Faculty of Management Sciences in MSA University invited two of its graduates to share their success stories with the undergraduate students. This event was held on the 5th of March 2018 in the Student Service Building as part of the series of events entitled "Graduate attributes".

Mr. Islam Salah, co-founder and managing partner of Antakh Furniture, is an entrepreneur who started an innovative product line of soft furnishing in Egypt. Salah now owns his own factory that sells different products to individuals, as well as prestigious hotels and resorts.

The second speaker, Mr. Mostafa El Ashry, was a fresh graduate who secured a job as an auditor in one of the four biggest accounting firms worldwide, KPMG Hazem Hassan.

Students found inspiration in both stories, and both speakers confirmed that only perseverance and hard work can lead to success.

10.1.2 Workshops

The Faculty provided different workshops in cooperation with the training department to graduating students to prepare them for the job market. Following are some of the workshops offered:

- Presentation Skills
- CV Writing
- Interview skills
- Business Etiquette

11. The Staffs' Academic and non-Academic Activities and Achievements of the Faculty of Management Sciences

11.1. MSA-Greenwich 2nd International Educational Conference

MSA University with their UK partner University of Greenwich organized its second teaching, learning and assessment conference entitled "Exploring technology-enhanced teaching, learning and assessment practices in a post-digital age" that was held on the 29 March 2018. Ten teaching staff members from the faculty of management sciences were able to present in this conference and take time out to share best practices with colleagues from other faculties and inspire each other.

Following is a list of the Faculty of Management Sciences' teaching staff and the title of their presented papers in the Conference:

Title	**Faculty Member**
"Enhancing international students' learning experience with technology-enhanced education: A critical reflection"	Dr. Heba Mohamed Adel Dr. Samia El-Sheikh Dr. Hala El-Marsafy

Title	Faculty Member
"The integral role of technology in building a sound learning ecology"	Dr. Zainab Zazzou Dr. Ola Emara Dr. Ghada Aly
"From Greek philosophers to contemporary economists: Can the brevity of pecha kucha presentations shorten the long history of economics?"	Prof. Heba Helmy
"Developing culture for effective learning"	Dr. Maha Mekkawy (Faculty of Pharmacy) Dr. Sameh Salah (Faculty of Engineering) Dr. Hatem Albanna Dr. Reham Mohsen (Faculty of Biotechnology)
"Technological innovation in education: Will teachers be replaced with technology?"	Dr. Eman Ismail Dr. Ibrahim Al-Sahouly

11.2. Participation in Cairo University Conference

The Dean of faculty of management sciences (MSA University) Professor El Sayed Nagy participated with four of the faculty members of staff in the 2nd International Conference of Cairo University on Businesses Sciences (CUCBS) 2018 entitled "Internationalization of Businesses Organizations" at the Marriott Hotel Cairo on the 14th and 15th of April, where many international speakers and researchers presented their valuable studies.

Dr Heba Mohamed Adel and Dr Ghada Aly Zeinhom presented a research paper entitled "Effective Management of Internationalization Strategy: A Case-Study on Egyptian-British Universities Partnership", Dr Zakia Abdelmoniem presented a paper entitled "An Empirical Assessment For The Effect of Mergers and Acquisitions on The Performance of Non-Financial Firms Using Balanced Scorecard

Approach", and Assistant Lecturer Asmaa Hamdy presented a paper entitled "Insider Trading and Stock Return in the Egyptian Stock Exchange" for which **she won the best paper in accounting track.**

11.3. Celebration for Family Leaders

The Faculty of Management Sciences together with other faculties shared in celebrating the success of the new system that was adopted by MSA University starting the academic year 2017-2018. In this system each 25 new students are assigned a family leader who is a teaching assistant (T.A.) or assistant lecturer (A.L.) who happens to teach them in the first year. The student resorts to his family leader to help him/her out in case of facing academic and non-academic problems. This allows the student a smooth transition in the first year of university and maybe part of the second year of university life to bridge the gap between school and university. The family leader system also improves first year students' GPA so as to limit the number of students under academic probation and enhances the student's image of university as the family leader encourages the students to share in various university activities that help to submerge the students into social groups and lowers the dropout rates.

11.4. Celebrating Different Occasions

Our faculty is keen on celebrating important national and social events to help create a close family feeling among the staff members and let them enjoy gatherings and good practice.

11.5. Academic Researches

Academic Year 2017/2018

Published/Approved Publications
1. AlBanna, H., & Tawakol, F. (2018). Market Efficiency and Insider Trading: Evidence from the Egyptian Stock Exchange. *Economics and Business Review, Faculty of Commerce, Ain Shams University, Cairo, Egypt*.
2. Al-sahouly, Ibrahim (2018). Exploring UTAUT2 effect on Perceived usefulness and Ease of Use on Mobile commerce in Egypt. *Journal of Business & Retail Management Research (JBRMR),* Vol. 12, Issue 20, January 2018
3. El Deeb, M. S, and Sobhy N. A. (2017). An Exploration of Corporate Social Responsibility Disclosure Determinants, Corporate Governance and Capital Structure in the Egyptian Stock Exchange Market. *Egyptian Accounting Review, Cairo University, Faculty of Commerce,* Issue No. 6, ISSN: 2314-5196
4. El Deeb, M. S. and AlBanna, H. (2018). The Impact of Earnings Quality on the Stock Performance in the Stock Exchange Market: Evidence from Egypt. *Suez Canal University Faculty of Commerce journal of Commercial & Environmental Studies,* Issue No. 2
5. El Sheikh, S. and Assaad, R., (2018). The impact of changing learning environment on students' learning in marketing education: A case-study applied in higher education in Egypt. *Compass: Journal of Learning and Teaching,* volume December 2018. Greenwich University UK.
6. El-Halaby, S., Nofal, G. A., & El Ghazaly, M. T. (2017). Determinants of corporate social responsibility disclosure: Evidence from Islamic banks in GCC. *International Journal of Excellence in Islamic Banking & Finance (IJEIBF),* Vol. 6, Issue 1.
7. Halim, Y. T., and Emara, O. (2018). Emotional intelligence management improvement effects: Enhancing employees' performance in the state owned Hotels in Egypt. Suez Canal University, Faculty of Commerce, Journal of Commercial and Environmental Studies (JCES), Vol. 9 No. 2.
8. Hassan, E. (2018). Optimum Location of Emergency Services for Weighted Callers. *Journal of Advances in Mathematics and Computer Science, 27*(4), 1-12. doi:10.9734/JAMCS/2018/41996

9. Helmy, H.E. (2018). The Twin Deficit Hypothesis in Egypt. *Journal of Policy Modeling*. Elsevier (an A-ranking journal in ABDC Quality Journal List)
40(2). DOI: https://doi.org/10.1016/j.jpolmod.2018.01.009
10. Kahil, M. E. (2018). Spinning and Spinning Deviation Equations for Special Types of Gauge Theories of Gravity. *Gravitation and Cosmology,24*(1). doi:10.1134/S0202289318010103
11. Kahil, M. E. (2018). The Spinning Equations of Motion for Objects in AP-Geometry. *Journal of Advances in Astrophysics, Vol. 3,* No. 3.
12. Nagy, E. S., & Marzouk, W. G. (2018). Factors Affecting Customer Citizenship Behavior: A Model of University Students. *International Journal of Marketing Studies*, Vol. 10, No. 1, March 2018. Available at http://www.ccsenet.org/journal/index.php/ijms/issue/view/2011
13. Salman, D. and El Adaway, Nadeen. (2018). Application on Game Theory: Cement Industry in Egypt - Arabian Cement Company. *American Journal of Business, Economics and Management. Vol. 6*, No. 3, 2018, pp. 49-56
14. Salman D. and El Adawy, Nadeen. (2018). Signals and Policies Required for Informal Markets: Evidence from Egypt & China. *International Journal of Service Science, Management and Engineering. Vol. 5*, No. 3, 2018, pp. 84-92
15. Salman, D. and Kamal, Nadeen. (2018). Future of Artificial Intelligence: Japan's Path to Growth. *American Journal of Modern Physics and Application. Vol. 5*, No. 3, 2018, pp. 48-52
16. Salman, D., Salem, A. and Samir, Mohamed. (2018). A Battle for the Future: Quantum Computing Chips Markets Analysis in the Light of Game Theory. *American Journal of Modern Physics and Application. Vol. 5*, No. 2, 2018, pp. 30-36
17. Salman, D., Zaazou, Z. (July, 2018). Arab Spring Future Challenges: Evidence from Egypt, Cairo, Egypt, *FEPS Journal, Faculty of Economics and Political Sciences*, Vol. 3, Issue 3
18. Salman, D., Zaazou, Z. (July, 2018). Impact of the Socio-Economic Situation Post the Egyptian Revolution (2011), *International Journal of Service Science, Management and Engineering, Open Science Publishers, USA* (http://www.openscienceonline.com)
19. Shimy, N. (2017). "The Role of Media in the United Nations in the Global Promotion of the Culture of Peace". *Journal of Managerial*

Research, Sadat Academy for Management Sciences, July 2017.

20. Zaazou, Z., and Halim, Y.T. (2018). Leadership Traits' Impact on Employees' Performance in the Banking Sector (A Field Study on Bank Misr). *Journal of Managerial Research, Sadat Academy for Management Sciences*, January 2018.

Papers Presented at Conferences

21. Abdelmoniem, Z., and Fekry, M.A., (2018), "An Empirical Assessment for the Effect of Mergers and acquisitions on the Performance of Non-Financial Firms using Balanced Scorecard Approach", *Proceedings of the Cairo University International Conference on Business Sciences 2018 (CUCBS)*: *Internationalization of Business Organizations, Faculty of Commerce, Cairo University, Cairo, Egypt,* 15-16 April.
22. Adel, H.M. and Mahrous, A. (2018). "Sustainability communication and evaluation: A practice-based case study on British-Egyptian universities value-chain." *Proceedings of the 32nd Annual International Conference of The British Academy of Management (BAM) 2018: Driving productivity in uncertain and challenging times, Bristol Business School, University of the West of England, United Kingdom.*
23. Adel, H.M. and Zeinhom, G.A. (2018). "Effective management of internationalisation strategy: A case-study on Egyptian-British universities partnership." *Proceedings of the 2nd Cairo University Annual International Conference on Business Sciences (CUCBS) 2018*: *Internationalization of Business Organizations, Faculty of Commerce, Cairo University, Cairo, Egypt*, 15-16 April
24. Adel, H.M. and Zeinhom, G.A. (2018). From university social responsibility to social innovation: A crucial dimension for quality management and accreditation. *Proceedings of the 21st Annual Dilemmas for Human Services International Research Conference: Challenges, Strengths and Weaknesses in Organisations of Public Services, Faculty of Business and Law, The University of Northampton UK, and Luleå University of Technology Sweden, Northamptonshire, United Kingdom.*
25. Zaazou, A., Zeinab., M., M., H.,Marwa, (September 2018). Undergraduates Internships and Employers' Priorities: A Case Study on MSA University, *Proceedings of the Annual Dilemmas for Human Services International Research Conference, University of Northampton University of Northampton, Northampton shire, United Kingdom*

11.6. Staff Promotion

Academic Year 2017/2018

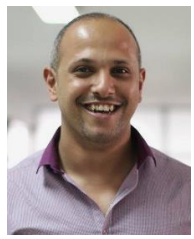
No.	Instructor Name	Promoted to	Year
1.	Yasser Tawfik	Full Professor	2018
2.	Mai Yasser	PhD in Economics	2018
3.	Rehab Elbordiny	Assistant Lecturer	2017
4.	Sarah El Sonbaty	Assistant Lecturer	2018
5.	Yomna Mohsen	Assistant Lecturer	2017

11.7. The Post Graduate Certificate for Higher Education (PG cert H.E.)

Prof. Heba Helmy

Dr. Eman Ismail

Dr. Hatem El Banna


Dr. Ibrahim El Sahouly

Dr. Sameh Tawfik

One of the strategic objectives of the Faculty of Management Sciences at (MSA) is to ensure continuous development for effective teaching, learning and assessment. As such, following this belief, MSA University has funded the post graduate certificate for higher education (PG cert H.E.) which is a British diploma for excellence in teaching in higher education. All academic staff at universities in the UK are required to take this degree which is offered by our partners University of Greenwich (UoG) among other British universities. This is a blended and face to face degree which is led by the Educational Development Unit of UoG. Three academic staff members of the Faculty of Management Sciences have successfully completed the certificate in 2016 and seven staff members completed in 2017 and another 5 staff member are enrolled at present in 2018; Prof. Heba Helmy, Dr. Eman Isamil, Dr. Hatem El Banna, Dr. Ibrahim El Sahouly and Dr. Sameh Tawfik.

12.Community and Societal Services

12.1. Protocols Signed With The Faculty

A Protocol between the Faculty of Management Sciences and Chamber of Information Technology (CIT)

A protocol between the Faculty of Management Sciences-October University for Modern Sciences and Arts (MSA) and CIT was signed on Monday 26th of February 2018 for cooperation between the two parties in the areas of training for students and job opportunities for the graduates of the faculty and also in the fields of research and consulting work with staff members.

The protocol was signed by professor Dr. EL-Sayed Nagy Dean of the faculty of Management Sciences and engineer Walid Gad. This event was attended by Dr. Mohamed Adel Ghannam and Professor Dr. Khayri Abdelhamid President of MSA University who offered Engineer Walid a token of trust and cooperation.

About 20 companies of information technology and communication were invited by CIT to attend the presentations of Management Information Systems (MIS) graduation projects supervised by Dr. Ghannam (as part of this protocol). These companies were represented by top level management staff members.

Protocol renewal with Delta RS

The Faculty of Management Sciences organized the Summer Internship Event for students to gain an opportunity to have an internship (Field Training) in RadioShack. The Event was held on Wednesday 11/10/2017.

This is the second internship event by Delta RS group (RadioShack & CompuMe) as a result of the protocol of cooperation that was signed between the Faculty of Management Sciences and Delta RS group on the 6th of February 2017 to provide the students and graduates with internship and job opportunities. The first event was held on the 4th of May 2017 where several students filled the application for field training in the company. Delta RS has organized an event to distribute the certificates for the students who have successfully finished the field training.

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with Wahat Road, 6th October
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