UNIVERSITY of GREENWICH

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

Faculty of
Management Sciences

ACTIVITIES & ACHIEVEMENTS

2016/2017

MSA University
October University for Modern Sciences and Arts

Faculty of Management Sciences

(Established 1996)

Activities & Achievements

Of the faculty in 2016/2017

Table of Contents

1. Dean's Word 1
2. Introduction To The Faculty 3
3. Successful Accreditation of The Faculty of Management Sciences by NAQAAE 5
4. Successful Validation of The Faculty of Management Sciences by University of Greenwich 7
4.1. UK Partnership Privileges 7
4.2. UK Summer Abroad Programme 8
5. Honour List: Distinguished Students' Results for the Academic Year 2016/2017 9
6. The Students' Academic and Non-Academic Activities and Achievements of the Faculty of Management Sciences 13
6.1. Introduction about Students' Activities 13
6.2. Participating in External Competitions 14
6.2.1. EY Young Tax professional of the year competition 14
6.2.2. CFA Institute Research Challenge '17 15
6.2.3. Global Entrepreneurship Week (GEW) and INJAZ competitions 16
6.3. MSAMUN 17
6.4. Stock Market Simulation 20
6.5. TEDxMSAUniversity 23
6.6. Tax Simulation 25
6.7. Advertising Project Fair 27
6.8. Finance Club 29
6.9. Graduate Attributes Events: "From Graduates To Students" 30
6.10. Field Trips 32
6.11. Cultural Trips 33
7. Field Training Opportunities for Students 34
7.1. Introduction 34
7.2. Field Training Objectives 34
8. Graduate Unit 36
8.1. Graduate Note 37
8.2. Testimonials 39
9. The Staffs' Academic and non-Academic Activities and Achievements of the Faculty of Management Sciences 43
9.1. The 2nd International Conference "Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform" 43
9.2. MSA-Greenwich International Educational Conference 45
9.3. Academic Researches 47
9.4. Staff Promotion 55
9.5. The Post Graduate Certificate for Higher Education (PG cert H.E.) 57

10. Community and Societal Services 58
10.1. Publications 58
10.2. Studies and Consultation 58
10.3. Protocols Signed With The Faculty 58

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 stuent’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.

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.

Summer 2016 marked the 2nd round of UK Study Abroad Summer Programme for the Faculty of Management Sciences, where 6 students were granted the opportunity to travel to University of Greenwich, as part of their profile, after extensive interviews.

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. Honour List: Distinguished Students' Results for the Academic Year 2016/2017

Fall 2016

Major Accounting

No.	ID	Name	GPA	UK GPA
1.	130925	Manar Mohamed Nagib Nawwar	3.84	3.88
2.	137355	Adham Hazem Mohamed Abdelrahman Tag	3.83	3.8
3.	130009	Nourhan Mohamed Adel Youssef Zaki	3.75	3.72
4.	133089	Yasmine Ahmed Abdelmoneim Mahmoud	3.62	3.44
5.	130825	Sara Hatem Mahmoud Elsayed Moussa	3.53	3.68

Major Economics

No.	ID	Name	GPA	UK GPA
1.	136075	Lamis Adel Ahmed Munir Elbarbary	3.56	3.42

Major Marketing and International Business

No.	ID	Name	GPA	UK GPA
1.	131291	Salma Mohamed Elmoezledinellah Zidan	3.9	3.9
2.	130643	Yasmin Mahmoud Reda Fadel Mostafa Reda	3.84	3.88
3.	132919	Salma Hisham Mamdouh Badrawi	3.83	3.72
4.	130661	Mariam Ayman Abdelhamid Abdelmeguid	3.77	3.89
5.	134471	Rozan Imad Hodroj	3.72	3.79
6.	132673	Nada Amgad Abdelrazek Ibrahim	3.69	3.68
7.	131281	Karim Hesham Safwat Mohamed Mahmoud	3.68	3.64
8.	130511	Nouran Khaled Aly Aly Awad	3.67	3.7
9.	133841	Ahmed Khaled Hussein Reda	3.66	3.55
10.	134585	Omar Hassan Mostafa Ahmed Bayoumy Hamza	3.56	2.72
11.	130793	Sara Mohamed Fouad Rohayem Daabs	3.62	3.74

No.	ID	Name	GPA	UK GPA
12.	131509	Nourhan Gomaa Abdallah Gendy	3.56	3.72
13.	130527	Emy Ehab Kamal Amin Yakoub	3.51	3.47

Spring 2017

Major Accounting

No.	ID	Name	GPA	UK GPA
6.	144617	Sara Allam Ibrahem Ali	3.92	3.95
7.	141735	Bossy Hamdy Zaki Abdelaty	3.9	3.95
8.	144971	Nada Mostafa Kamel Mansour	3.86	3.9
9.	144519	Nelly Mohamed Fawzy Mohamed Mansour	3.84	3.9
10.	142031	Shereif Sayed Zaki Alatrash	3.82	3.89
11.	141815	Hoda Adel Mostafa Abdelmonem	3.81	3.9
12.	142495	Riham Assem Mohamed Abdelfatah	3.81	3.89
13.	142041	Ayatallah Khaled Sayed Mohamed	3.8	3.85
14.	140021	Margret Maged Malak Fouad	3.79	3.8
15.	142161	Soraya Mohamed Yahia Abdelmaksoud	3.69	3.77
16.	144341	Kariman Ahmed Omar Mahmoud Moubark	3.6	3.79
17.	141911	Hesham Karam Abdelaziz Abdelmaksoud	3.56	3.6
18.	142045	Esraa Samy Shebl Mostafa	3.56	3.54
19.	141431	Nada Ashraf Elsyaed Mohamed	3.56	3.47
20.	143711	Heba Ahmed Abdelaziz Saleh Elhalaby	3.55	3.75
21.	142703	Fouad Hesham Ahmed Korayem	3.51	3.43
22.	143675	Ahmed Mostafa Refat Mostafa Elkotb	3.5	3.73

Major Economics

No.	ID	Name	GPA	UK GPA
8.	142521	Mohamed Mostafa Mohamed Abdelfatah	3.92	3.93
5.	142777	Jayana Ibrahim Fouad Aly	3.83	3.89
7.	140029	Mennatalla Mohamed Hamed	3.81	3.75
6.	120347	Mariam Onsi Abdien	3.77	3.89
2.	143033	Ahmed Hany Mohyeldin Riad	3.75	3.63
9.	140257	Nada Hussein Abdelsamie	3.71	3.61
11.	143167	Yara Hany Abdelhamid	3.64	3.68
12.	141207	Youssef Khaled Mohamed Khalil	3.58	3.61
10.	142715	Shady Gamal Saed Mohamed	3.54	3.4
2.	144669	Ahmed Mahmoud Gamaleldin	3.52	3.51
3.	143793	Farah Khaled Ali Mohamed	3.52	3.39
4.	144515	Ghaida Basman Ragab	3.52	3.3

Major Management Information Systems

No.	ID	Name	GPA	UK GPA
1.	143189	Abdelrahman Tarek Ahmed	3.79	3.83

Major Marketing and International Business

No.	ID	Name	GPA	UK GPA
14.	144413	Mohamed M.Gheyath Abo Naser	3.86	3.88
15.	143815	Mariam Alaaeldin Abdeltawab	3.82	3.83
16.	144437	Mahmoud Mahmed Elsayed	3.8	3.9
17.	143319	Manar Mohamed Ibrahim	3.8	3.79
18.	144451	Hakim Bassem T.Aly	3.63	3.71
19.	145201	Noha Mohebeldin Kossay	3.58	3.71
20.	144199	Sandra Ashraf Atef	3.57	3.68
21.	142205	Noran Tarek Mohamed Hussein	3.54	3.64
22.	143579	Sherouk Osama Aboelfadl	3.54	3.61

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

6.1. 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 approach 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

6.2. Participating in External Competitions

6.2.1. EY Young Tax professional of the year competition

The Faculty of Management Sciences participates in the yearly competition organized by "Ernst and Young" called "Young Tax professional of the year competition". Faculty of Management Sciences of Modern Sciences and Arts University selects a number of its distinguished students of accounting discipline to represent the university. The winner in the national competition then represents his/her country in a contest for best accountants of "Taxation System", among worldwide universities. Our student was one of the top five in the competition that was held on the 16th and 17th of October 2016.

6.2.2. CFA Institute Research Challenge ’17

MSA’s Faculty of Management Sciences joined CFA Institute Research Challenge ’17. A group of MSA students participated in the CFA Institute Research Challenge with other national and private Egyptian universities.

The Challenge is an annual global competition that provides university students from the top business schools with a real professional experience in financial analysis, as they assume the role of a research analyst on a publicly-traded stock. During this competition, students write an equity research report on an assigned company and present their findings to a panel of investment industry experts and CFA Charter holders. Our team has reached the national finals in this year’s challenge 2016/2017.

6.2.3. Global Entrepreneurship Week (GEW) and INJAZ competitions

Two of MSA Faculty of Management Sciences Marketing students have won the third place in the Global Entrepreneurship Week competition (GEW) that was held in Gouna. Farouk Hosny senior student and Mokhtar Ayman a recent graduate applied to the competition under the name of TYRO team; along with 2,000 teams from all around Egypt. TYRO team also participated in INJAZ Egypt Competition that was held 11th of April 2016 where they won 30,000 EGP and their project was featured in INJAZ Startup Egypt 2016.

TYRO is an online educational platform that connects people who want to learn with skilled individuals through live one-on-one online sessions.

6.3. 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, resolve conflicts, and execute the Model UN conference rules and procedures, which are similar to the actual UN rules and charter, in order to resolve problems that affect countries all over the world. Students develop confidence and leadership skills through their MSAMUN experience.

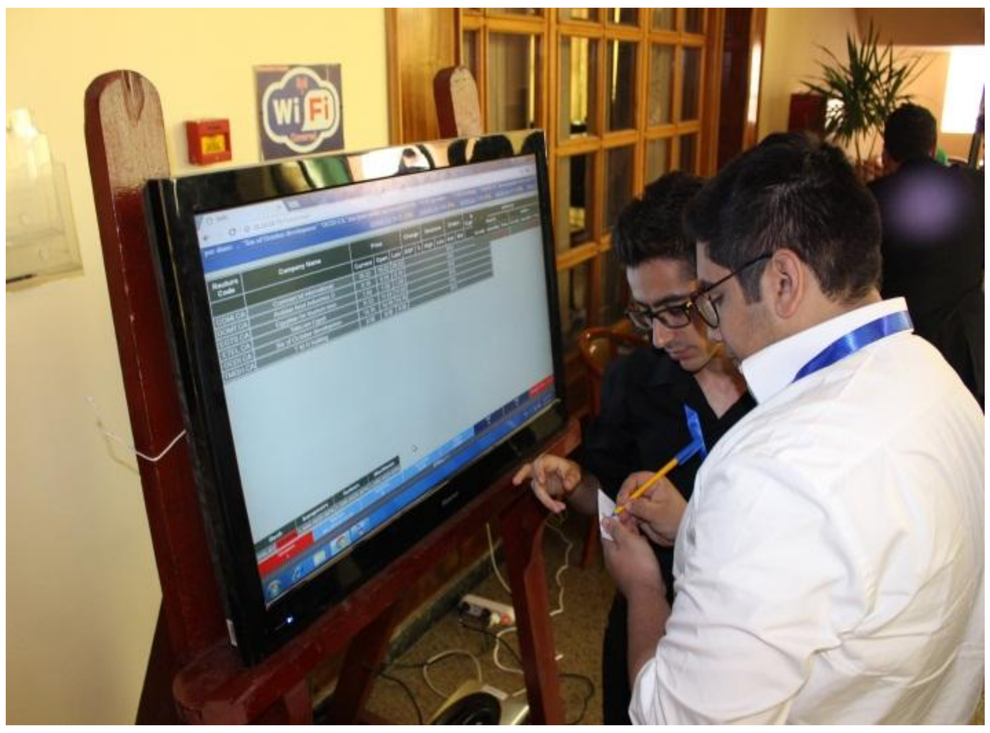
In MSAMUN students practice research, public speaking, team work, negotiation and writing skills in a safe and structured environment. MSAMUN also teaches business skills – running a conference is like running a small business that involves finding "customers" (delegates), developing a "product" (the conference), and managing peers.

In the academic year 2016/2017 MSAMUN celebrated its Grand Opening Ceremony at headquarters of the League of Arab States in Tahrir, Cairo, featuring a motivational and inspirational speech by H.E. Ambassador Haifa Abo Ghazala - Assistant Secretary General of the Arab League. Another speech by Mr. Bahaa Elkoussy Director of United Nations Information Centre in Egypt. Followed by speeches by Dr. Khairy Abdel Hamid President of MSA University, Dr. Ebtisam El Gendy Dean of the Faculty of Mass Communication and Dr. Samia El Sheikh MSAMUN Academic Advisor.

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.

1. Model United Nations of Budapest International Conference (MUNAPEST) and Awards April, 2017
   1.1. 2 Best Delegates: Ahmed Hashem (SC: Counter-Terrorism Committee) and Muhammad Mokhtar Radwan (SC: Peace building Commission), and
   1.2. 7 Honorable Mentions to Khaled Youssry and John Mikhail (Organization of American States), Randa El Fouly (Legal Committee), Yara Essam (SC: Sanctions Committee), Hossam Ashour (SC: Peace building Commission), Amr Ashraf Bibars (Special Financial Committee), and Sherif El-Ashiry (General Assembly).
2. Model United Nations of Budapest International Conference (MUNAPEST) and Awards March, 2016
   2.1. Best Delegate: Kirolos Hesham – African Union
   2.2. Honorable Mention: Khaled Yousri – Human Rights Council (HRC)
   2.3. Two Honorable Mention: Nada Khaled and Hossam Ashour – Advanced Council NATO

6.4. Stock Market Simulation



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, 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 27th to the 29th of April 2017. 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

ID	Name	Team Name
161457	Anwar Esmail Abdul-Rehim Abdul-Gaber	Empire team
162579	Youssef Baumey Saad Baumey	
152395	Abdullah Ayman Hassan Hussein Ahmed	Zero
152937	Ahmed Saeid Mohamed Al Anwar Ali Hassan	
164911	Souhaila Mustafa Ibrahim Mohamed Elsharkawy	Pink Fly
161749	Soha Tarek Mohamed Mohamed Salama	
142095	Mohammad Tarek Hassan Frahat	MW
143419	Wael Ragab Mohamed Mohamed Abou El Enien	
163025	Dina Khaled Fawzy Sharaf	MD
163055	Ahmed Moataz Farid Mohamed	

Best Bank: SIMSS

ID	Name
133537	Amr Gamal Abd Elhakem Abdlah
130375	Ahmed Alaa Hassen Morcy Ali
130855	Ibrahim Said Mohamed Hassan gebril
134717	Sayed Hamed Sayed Hamed
133463	Mohamed Ezzaldin Mahmoud Youssef

Best Mutual Fund: Hangover

ID	Name
130897	Mahmoud Seifeldin Abdalhamed Abdelsalam Khattab
144689	Eman Mahmoud Abdalah Mohamed Shahen
121397	Mohamed Gamaleldin Ali Eladawy
124283	Sherief Mohamed Abdelmotaleb Mohamed Salem

Best Brokers: Black Eagle

ID	Name
161521	Ahmed Adel Mohamed Awed
162241	Tahya Medhat Ibrahim Azzam
163141	Osama Ehab Mohammed Mahmod
160573	Akram Saeed Abd Alhakim Mohamed Abdel-aal
162633	Mahmoud Mohamed Abdelrahim Abdelrahman

6.5. TEDxMSAUniversity

TEDxMSA University is a new student activity that started under the umbrella of the faculty of management sciences. TEDxMSA University aims at shedding the light on those ideas out there that are worthy of being heard. We believe that despite the wide range of problems existent in the world, people out there can still think and create; those thoughts and creations will be shared with others in the hope of inspiring their community, country and ultimately the world. We also aim at triggering healthy discussions that we so desperately need.

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.

The first TEDxMSAUniversity event was held on the 18th of February 2017 in MSA University where around 100 guests attended the event. The student of the faculty of management sciences Menna Hany is the founder and organizer of TEDxMSAUniversity event. The activity is under academic supervision of Dr. Samia El Sheikh from the faculty of management sciences. The list of speakers is as follows:

1. Dr. Nader El-Bokle – Maxillofacial Surgeon, Ph.D-Medical College of Georgia and Instructor at MSA University Faculty of Dentistry.
2. Mr. George Atef - Marketing & PR Manager at MSA University.
3. Amr Fahmy-Teacher Assistant at MSA University faculty of Computer Science
4. Mr.Ahmed Reda - Training Supervisor at MSA University
5. Dr.Khaled Zidan – Teacher's Assistant at MSA faculty of languages and author of the best seller افيزيا
6. Ms. Mariam Tagoury – Journalist and Founder of online magazine Cairo Contra.
7. Eng. Alaa EL-Nady: Project manager at El Hassan Foundation
8. Dr. Abeer Fahim - Assistant Professor of literature, American University of Sharjah
9. Eng. Ahmed Samir: Founder of the Egyptian Space Academy in Egypt.
10. Ms. Yasmine Youssef: MSA Economics graduate and former deputy Sec. Gen. at MSAMUN

6.6. Tax Simulation

The Faculty of Management Sciences invited two of the big four Accounting firms worldwide PricewaterhouseCoopers (PwC) in Spring 2017 on the 22nd and 23rd of March 2017 and Ernst and Young (EY) in Fall 2016 on the 24th of November 2016 for a tax simulation that includes sessions about the types of international tax regulations and differences as well as the Egyptian tax law. 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 is conducted at the end of the simulation and the winners go for an internship at these companies. Following is the list of winners:

PricewaterhouseCoopers (PwC) – 22 & 23/3/2017

ID	Name
141857	Karim Ayman Nabil Messiha
153129	Salma Sherif Negmeldin Ahmed Kamal Hafez Negmeldin
154717	Youssef Ahmed Abbas Ahmed EL-Ghareeb

Ernst and Young (EY) – 24/11/2016

ID	Name	Award
141911	Hesham Karam Abdelaziz Abdelmaksoud Nosseir	1st Place
136499	Yousef Emad El Deen El Sayed Abdel Hamid Aly	1st Place
141751	Perihan Ahmed Mohamed Abdelrahman	2nd Place
140767	Farida Mohamed Amr Ahmed Samy Torky	3rd Place
144617	Sara Allam Ibrahem Ali	4th Place
144735	Belal Mamdouh Mohamed Abdel-Aal Badawy	5th Place

6.7. 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 guest judge for the event that was held in Fall 2016 semester was Mr. Hazem Derae (Chairman of Look Advertising and the Egyptian Advertising Association; nicknamed The Guru of Egyptian Advertising).

Moreover, in the Spring 2017 semester Dr. Ahmed Bahgat (CEO) of Bahgat Group attended the presentations of the students in the course MKT402 who conducted their projects on Dr. Bahgat’s projects and gave them valuable comments that would enhance their employability skills.

Dr. Bahgat was accompanied by nine of his top level managers of his various projects Mr. Mohamed Fathy (Marketing Manager, Dream Land), Mr Hanafy Hegazy (Manager, Golf Dream Land), Mr. Abdul Tawab Helal (Marketing Manager, Dream Hospital), Mr. Mostafa Adawy (Marketing Manager, Pegasus Club), Mr. Mohamed El Batouty (Manager, Dreamland Equestrian Club), Mr. Othman Saeed (Marketing Manager, Dream Park), Mr. Nabeel Kahil (Marketing Manager, Helnan Dream Land), Mr. Tamer Fouad (Manager, Swiss In Hotel), Mr. Hazem Mouafy (Marketing Manager, Bahgat Stores).

6.8. Finance Club

The finance club is a student activity which aims at developing the knowledge of students with the most recent financial issues and problems that take place in in our country. Staff members who are specialized in any of the recent topics discuss these problems with the students after class time in a free discussion open to questions. The finance club conducted several sessions discussing the following topics; Pound devaluation + floating (causes & effects), Currencies and Bank credit risk in Egypt.

6.9. Graduate Attributes Events: "From Graduates To Students"

Graduate Attributes events are a series of events that are conducted every semester. The main aim of this activity is to give hope in a bright future for our dear students. This is done in a very practical way through inviting graduates of MSA who have succeeded to achieve success whether as entrepreneurs who started their own business or those who achieved high positions in prestigious corporations in Egypt, the Arab World or the whole world. The Faculty held an event on the 28th of November 2016 where a group of our successful graduates told the students their story of success.

- Samha El Tonny (Marketing and Sales Specialist - American Chamber of Commerce)
- Sherif Fahim (Marketing Manager - KIA Motors)
- Hoda Hosni (Regional Marketing Manager - Quattro Trading and Services)
- Dina Hani (Vice President - Smart Insurance Brokerage)

- Marwan Elfares (Account Director -IBM and other accounts - Fresh PR & Corporate Affairs Company)
- Ibrahim Elshaarawy (Client Relationship Manager - Sand Product Design)
- Nora Nasser (Executive assistant - Arabco Development Company)

6.10. 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 2017

- Dream Land Golf & Tennis Club for MKT402 (Advertising and Media Campaign) course under supervision of Dr. Omneya Zaazou and T.A. Youmna Mohsen
- Dream TV for MKT402 (Advertising and Media Campaign) course under supervision of Dr. Omneya Zaazou and T.A.

In Fall 2016

- Dr. Mohamed Hegazy's Auditing office under supervision of Dr. Wafaa Ramzy and T.A. Lamees El Sharkawy
- Rich Bake Factory under supervision of Prof. Doaa Abdou and T.A. Yosra Wassef
- Attending the economic conference "الناس والبنوك" under supervision of Dr. Amal Soliman

6.11. Cultural Trips

The faculty of Management Sciences truly believes in reviving the true authentic Egyptian identity through its students by conducting cultural visits to historical monuments as El Moaz Street, Bibliotheca Alexandria, and Historical Religious Complex.

The accounting students went for a trip to the movie theatre to watch “The Accountant” staring Bin Affleck"

7. Field Training Opportunities for Students

7.1. 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 imposes that the students are required to 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 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.

7.2. 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 objective, so it has three subsidiary-objectives that could be stated as follow:

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.

8. 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

8.1. Graduate Note

To the young freshman/woman reading this, you may not realize it yet but you're about to live the best years of your life…You will have amazing, good and bad days – but you will look back on them and remember everything, so make sure to cherish them as these memories are awesome.

I majored in Marketing and International Business, and this has enabled me to work in in the American Chamber of Commerce in Egypt, where I am working right now and my major also enabled me to previously work in different departments in all of Fairmont Hotel, Four Seasons Hotel. I will admit, it hasn't been easy after college but there's nothing that I learned in a class room that I don't use one way or the other in my day to day life at work.

Your Doctors may seem like they're harsh at times, that they're asking too much, but trust me – it's only out of their belief that you're capable of becoming so much more than what you've planned for yourself. As a student sometimes you will have an idea of what you want to do when you graduate, other times you won't have a clue – this feeling will fade away during your upcoming four years and even if it doesn't, the good news is you'll have a very strong idea on what you accept and what's a big No for you.

Let's never forget to mention the teaching assistants who will always tell you "YOU CAN DO THIS!" even at the moments where you feel it's a dead end.

This university has taught me that you get what you give – the doctors, your classes, your friends, the activities you get into; the more you give, the more you will get it's just that simple. So basically it all comes back to you and you're decisions… You will always be put in situations where you will need to choose between what's right and what's wrong, to attend the class or go slack off – make the choice that allows you to thank yourself for how hard you've worked 4 years from now.

So my last piece of advice is this…don't allow anyone to tell you whether directly or indirectly that you can't do something because you're not smart enough, or because it's too out of your reach. Sometimes you won't have a clue where you're going but remember that this is only part of a process and you will find your way eventually.

My best wishes to you – dear student for an amazing life and an unforgettable university experience.

Have fun!

Samha ElTonny

8.2. Testimonials

Yasmine Bahaa

During my four years in MSA, I had the privilege of it becoming my home. The beauty of my faculty is that we're like one big family, there was never a time when you need help without everyone around jumping to your aid, so coming here every day was never just about attending lectures and going home. The experience of the connections built, the various activities you're part of, and the overall cozy atmosphere will leave you feeling homesick in the summer. I've built friendships and ties here that I know will last a lifetime.

Jana Hafez

Now that I'm done with my college years, 2016 I feel overjoyed and ecstatic. However, I also can't deny how bittersweet this feeling is. I've spent 4 years of my life at MSA University and I can proudly say that MSA was like a second home to me. Its student friendly environment, helpful staff, well reputed, academically outstanding and grand and comfortable campus are what made my 4 years of college experience worthwhile. Thank you MSA for making my college years memorable.

Nada Aboul Yazid

Back then, when I graduated from school, I thought the hardest thing for me was to leave the family I made behind and start a new chapter in life. But here I am 4 years later graduating from MSA leaving back another family and other memories. The years I spent at MSA were full of memories, friends, support from TAs and Doctors and most importantly skills learnt. At some point after school I thought 'what more could I learn?' But after my amazing experience at university I knew I would always learn; it's infinite. I would always look back at those 4 years and remember all the things I learnt, whether it's academic or if it's a daily-acquired skill. Thank you MSA!

Ola El-Ashry

I am a senior student in the faculty of management and I'm so excited to share with you all my 3 years' experience. I participated in several trainings and activities such as Stock market simulation. During the event I learned how to deal with investors, buy and sell stocks. Also, I was so lucky to join the MSAMUN, which was the most amazing experience ever. During the sessions, I was trained to be a problem solver by being an ambassador for different countries and discussing different issues. Moreover, joining the training program in PWC "Price water house cooper" and EY "Ernst & young" was so valuable. I was trained in auditing and taxation by professional trainers, which helped me to get deep knowledge in those fields. Joining the employment fair as an usher helped to develop my skills in communication, presentation, and interviewing.

Yara El Boghdady

The thing I admire the most about MSA University is the support and help I receive from each and every one. Also, I like the friendly atmosphere here and the fact that all the professors, doctors, TAS and staff are really close to the students... I wouldn't have been able to achieve what I have achieved without that caring environment.

I am so glad that I'm graduating from MSA University and that I made that decision of joining MSA.

Ayah Allah khaled

Its Ayah Allah khaled student at MSA university at faculty of management sciences in my third year and soon I will start my fourth and last year, MSA university gave me the chance to take a training at a bank and it was so interesting and this gave me experience and will help me a lot in my future career. Also I attended the meetings of the board of study which is very important meetings for the students to give their opinion in the university to the dean and the professors so I think I gained a lot of information and experience during my studies at MSA university.

Dessokie Gehad

My real university life started when I joined MSA, the university was as my family. When I joined MSA Heroes, I felt how lucky and how much I can be effective and important. As for my faculty, all the staff and teaching assistants helped me, starting from choosing the courses to achieving the highest grades. Not only that but also they provided me with more than one training opportunity at Xerox, Misr Petrolum, Egypt Air, and UNB. Finally, I want to express how lucky and grateful I am to be one of this great family at MSA.

Ahmed Maher

I still remember my first day in college. I was so excited in meeting new people. It was a bit difficult at first to be with people I never knew. I didn't know how I should behave just to fit in. But eventually, everything went smoothly. I met wonderful friends who are still my best buddies. I participated in almost every activity; and this made my years more exciting and fun, and I'm planning on staying in touch even after I graduate. College is a training ground on how to be successful in life.

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

9.1. The 2nd International Conference "Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform"

The Faculty of Management Sciences – October University for Modern Science and Arts (MSA) held its 2nd International Conference titled "Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform" on the 8th & 9th of May 2016. The conference was honored by the presence of his Excellency the minister of higher education and scientific research Prof. Dr. Ashraf El Sheehi and General Kamal El Daly governor of Giza and vice minister of Planning and foreign cooperation Dr. Nihal El Megharbel on behalf of his Excellency Dr. Ashraf El Araby minister of planning and Prof. Dr. Mohamed Youssef Chairman and CEO of Misr Insurance Holding Company on behalf of his excellency Prof. Ashraf El

Sharkawy Minister of public enterprise sector and Mr. Hisham Zaazou ex-minister of tourism as well as deans and academic staff and researchers from various local and international universities. Our conference perceives an enlarged concept of reform that entails thinking of Egypt as challenging reform in a multi-visionary diversified frame and contributes to the concurrent movement of socio-economic-political deliberate reform.

The opening session was honored by the words from: Dr. Nawal El Degwi Head of Board of trustees and Prof. Dr. Khayri Abdel Hamid president of MSA University and Prof. Dr. El Sayed Nagy Dean of the Faculty of Management Sciences. Throughout the conference 24 researches were presented from 32 different researchers under six main tracks:

(1) Banking and Financial Management;
(2) Political, Economic and Institutional Reform;
(3) Managing Financial Markets;
(4) Economics and Sustainable Development;
(5) Contemporary Marketing and Management Strategies;
(6) Multi-disciplinary Approaches to Development. The conference was media covered by various channels and local journals.

9.2. MSA-Greenwich International Educational Conference

Building onto the experiences of its staff members in teaching and learning this year MSA University have established its own annual teaching, learning and assessment conference with their UK partner University of Greenwich. Twelve 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. Keynote speakers in this conference were; Professor Ashraf Hatem, The Secretary General of The Supreme Council of Universities in Egypt; Professor Azza Agha, The Vice Chairman of the Board of Directors of the National Authority for Quality Assurance and Accreditation of Education (NAQAAE) and Dr. Simon Walker, The Head of educational development unit in our UK partner University of Greenwich with the presence of Professor Khairy Abdel Hamid the University President and Dr Nawal El Degwi the Head of Board of

Trustees. 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**
Behaviorism, cognitivism and constructivism paradigm for teaching and learning	Dr. Yasser Tawfik Dr. Mohamed El-Deeb Dr. Emad Elwy
Instructor's partitioning of students' group projects: A new approach toward enhancing assessment accuracy and justice	Prof. Heba E. Helmy
Quantitative decision making; managerial and mathematical perspective	Dr. Emad Hussein
Assessment feedback closes the constructive alignment loop	Dr. Heba Mohamed Adel Dr. Samia El-Sheikh Dr. Zeinab Zazzou
Econo-Physics: A brief introduction	Dr. Magd Kahil
MSA graduates employability attributes in light of the 21st Century skills	Prof. Doaa Abdou Dr. Shereen Effat Mostafa (Faculty of Languages)
Refining assessment strategies to cater to the needs of the job market	Dr. Ghada Aly Ms. Hala El Marsafy

9.3. Academic Researches

Academic Year 2016/2017

Published/Approved Publications
1. Adel, H.M. (2017). The evolution of supply chain management strategies and its relationship with technology: A state of the art literature review. *Journal of Research in Applied Social Sciences, Cairo University, volume 1 issue 1*. 2. Adel, H.M., Torkey, M.K., and Kortam, W. (2017) "Using the strategy mapping and balanced score-card approach in communicating and evaluating green supply chain management performance", Journal of Research in Applied Social Sciences, Cairo University, volume 2. *3.* Al Sahouly, Ibrahim. (2017). Mobile Commerce Acceptance: Contemporary Perspectives for the Egyptian Market. *International Journal of Research in Management and Business Studies,* Vol. 4 Issue 1, January-March 2017. *4.* El-Ghouty, A., El-Masry, A. A. (2017). "Effect of Ownership Structure on Firm Stock Return Performance: Evidence from the Egyptian Stock Market. International Research Journal of Finance and Economics, Issue 160. 5. El-Halaby, S., Almagzom, A., and Aly, D. (2017). Earnings management and corporate social responsibility: Evidence from Islamic banks in GCC, Journal of Islamic Finance Accountancy (JOIFA), Volume 23, Issue 3 6. El-Halaby, S., Hussainey, K, and Aly, D. (2017). Tone Disclosure and Financial Performance: Evidence from Egypt,Accounting Research Journal (**) *7.* El-Halaby, S., Hussainey, K., and Almagzom, A. (2016). Multi-disclosures in the context of national cultures: Evidence from Islamic banks. *Advances in Accounting Behavioral Research, further coming (December 2016).* *8.* Halim,. Y, and el Sheikh, S. (2017) Search Engine Optimization and Its Effect on on-line Hotel Search in Egypt. (Approved for Publication) *9.* Halim, Y., and El-Sawy, O. M. (2017). An unexplained phenomenon in the Egyptian hospitality industry: The case of Hurghada five star hotels. *International Academy Of Business and Public Administration Disciplines (IABPAD) conference*, January 2-5, 2017, Orlando, Florida. Also accepted for publication in the IABPAD conference proceedings *10.* Helmy, H. E. (2017) Three Years after their First Social Justice Index: How Well did LDCs Perform? *International Journal of Development Issues*. Emerald Group Publishing 16(1) DOI: 10.1108/IJDI-07-2016-0038

11. Kahil, M., (2017). Motion in Bimetric Type Theories of Gravity. *Gravitation and Cosmology,* 23 (1)

12. Bendary, N. A., and Alsahouly, I. *(2017). Exploring UTAUT2 effect on Perceived usefulness and Ease of Use on Mobile Commerce in Egypt.* In Business & Entrepreneurship, supply Chain Management & information Systems, 5th ed., Vol. 8, The Business and Management Review, pp. 359-370. Academy of Business and Retail Management (ABRM) Arab Academy for Science, Technology and Maritime Transport (AASTMT).

13. Salman, D. (2017). An assessment to the oligopoly cement industry in Egypt: is it a curse or a blessing? *Int. J. Green Economics*, Vol. 11, No. 1, 2017

14. Salman, D., Halim, Y., Deeb, M. S., Artal-Tur, A. (2017). A new marketing mix model to rescue the hospitality industry: Evidence from Egypt after the Arab Spring. Future Business Journal, Volume 3, Issue 1, June 2017, Pages 47–69. Available online at www.sciencedirect.com. Hosted by www.elsevier.com/locate/fbj

15. Shimy, N. (2017, January). The Impact of British Exit (Brexit) From the European Union on Egyptian-British Relations. *Review of Economics and Political Sciences (REPS), Faculty of Economics and Political Science, Cairo University*, Vo2, Issue 1

16. Shimy, N. (2016). The path to Egypt's development: Prospects for political stability. *Review of Economics and Political Sciences (REPS), Faculty of Economics and Political Science, Cairo University*, Vol. 1 Issue 4

17. زينب زعزوع، (2017)، "دور الإقتصاد الأخضر فى تحقيق التنمية المستدامة وخلق فرص عمل للشباب، مجلة كلية الإقتصاد والعلوم السياسية، جامعة القاهرة، المجلد الثامن عشر، العدد الرابع، أكتوبر 2017

Papers Presented at Conferences

18. Aaref, A. A., Hussein E. E., and Nafea, M. S. (2016). Analyzing Queues using Queuing Theory Models and Simulation Technique empirical case study on Housing and Development Bank HDB. *Proceeding of the Annual Conference of the Institute of Statistical Studies and Research Cairo University*.

19. Abdel Moneim, Z. (2017, April). Risk Measurement Problems and the lack of the Ideal ERM System: The problem and the solutions. *Cairo University International Conference on Business Sciences (CUCBS), 22-24 April 2017*

20. Adel, H. M. (2017). "Critical reflection as a tool for change management: Professional and organizational development perspectives. Presented at SHIFT 2017 Annual International Conference of Learning, Teaching & Assessment, Greenwich University, London, United Kingdom, 6 January.

21. Mahrous, A., Adel, H., M. (2017, April). Performance Evaluation of Sustainability in Universities. *Cairo University International Conference on Business Sciences (CUCBS), 22-24 April 2017.*

22. Tawakol, F. (2016). Cross boarder regulation: Importance and *techniques in emerging markets. 4th Global Conference on Business and Social Sciences: Contemporary issues in Business and social Sciences*, Dubai, United Arab Emirates, 14-15 November, 2016.

Book Chapters

23. Grassa, R., El-halaby, S and Hussainey, K. (2017). Corporate governance and multi-corporate disclosure: Evidence from Islamic banks in Research in Corporate and Shariah Governance in the Muslim World: Theory and Practice. Editors: Azid, T., Al Nodl, A. and Qureshi, M., Emerald, UK.

Academic Year 2015/2016

Published/Approved Publications

1. El Deeb, S. Mohamed, and Hegazy, A. Mohamed. (2016). The Impact of Auditor Industry Specialization on the Retention and Growth of audit clients. Accounting Thought Journal, Ain-Shams University, Faculty of Commerce, Volume No.1, year 20, ISSN: 2356-8402.

2. Ghannam, A. (2016, May). Business *Integration Unit (BIU) Adapter for Industrial Global Value Chain on the web", Journal of Electrical Systems and Information Technology, Elsevier, Publisher Science Direct Journals,* http://dx.doi.org/10.1016/j.jesit.2016.03.001, Ms. Ref. No.: JESIT-D-16-00001

3. Habib, E. E. (2016). Measuring the alignment of BSC with the Egyptian travel and leisure organizations. *Suez Canal University, Faculty of Commerce, Journal of Commercial and Environmental Studies (JCES)*, Vol 7, No 2.

4. Habib, E. E. (2016). MRP framework to increase production operations performance: An applied Study on the Egyptian manufacturing pharmaceutical companies. *Suez Canal University, Faculty of Commerce, Journal of Commercial and Environmental Studies (JCES)*, Vol 7, No 2

5. Halim, Y. T., and Abdulraheem, E. I..(2016). The Influence of Cultural Values' Variations on the Service Customization: Evidence from Egyptian Tourism & Hospitality Sector. *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol.13 No.2. (June).

6. Halim, Y. T., and Habib, E. E. (2016). Powerful CRM strategy as tool to increase KAM B2B performance fast food series applied study (suppliers' perspective). *Journal for Economic and Commerce, Faculty of Commerce, Ain Shams University*, Vol. 4, October.

7. Hassanin, M. E., and Hamada, M. A. (2016, June). Intelligent national innovation system for regional development in Egypt: A proposed conceptual model. *International Review of Management and Business Research,* 5 (2) www.irmbrjournal.com

8. Helmy, H. E. (2016). A Lottery on the First Day of Classes! An Innovative Structured Steps Assignment on a Partially Randomly Selected Topic. *International Review of Economics Education*. 21 (1). ELSEVIER. DOI: 10.1016/j.iree.2015.12.002

9. Kahil, M. and Zaazou, Z. (2016). "Applying Quantum Physics in Contemporary Organizations". *Hyperion International Journal of Econophysics and New Economy*, 9 (2), 2016

10. Salman, D. (2016). What is the role of public policies to robust international entrepreneurial activities on economic growth? Evidence from cross countries study. Since Direct, Future Business Journal, 2, pp. 1-14 https://www.researchgate.net/profile/Doaa_Abdou/project/What-is-the-role-of-public-policies-to-robust-international-entrepreneurial-activities-on-economic-growth-Evidence-from-cross-countries-study/attachment/574acd8c08ae862fa50b8042/AS:367037957328896@1464520076050/download/prof.+doaa+salman.pdf?context=projectDetails

11. Tawakol, F. (2016). Microfinance in Egypt: A review and assessment of the regulation authorities' role. Egyptian Society of Political Economy, Statistics, and Legislation. *Approved for publication 2016*

12. Wanas, M.I., Kahil, M.E., and Kamal, M.M. (2016). An AP-Structure with Finslerian Flavor: Path Equations. *Gravitation & Cosmology, 22* (3)

13. Zaazou, Z., and Samir, H. (2016, February). Promoting Small and Medium Size Businesses for Sustainable Development in Egypt. *Transstellar Journal Publications and Research Consultancy (TJPRC)*.[2]

14. زعزوع، أمنية، "الترويج وأثره علي القرار الشرائي"، مجلة البحوث الإدارية، أكاديمية السادات للعلوم الإدارية، سبتمبر 2016

15. زعزوع، زينب،"حاضنات الأعمال ودورها فى تنمية المشروعات الصغيرة و المتوسطة فى مصر (نماذج من التجارب الدولية)"، مجلة كلية الإقتصاد والعلوم السياسية (FEPS Journal)، المجلد، 17 العدد 4، أكتوبر 2016

[2] "Promoting Small and Medium Size Businesses for Sustainable Development in Egypt" has been selected for BEST PAPERAWARD / CERTIFICATE.

Papers Presented at Conferences

16. Abdel Azim, R, and Ayman, D. (2016). Adopting e-Government as a strategic tool for economic development: Insights from Governmental websites in Egypt". Paper presented at "EcoMod2016-International Conference of Economic Modelling, 6-8 July, Lisbon, Portugal.

17. Adel, H. (2016). Higher education/Industry supply chain management: Using ICT and hybrid strategy to bridge the gap between HR supply and demand in an emerging market. Paper presented at Dilemmas in Managing Change International Research Conference, 13/14 September, Faculty of Business and Law, The University of Northampton, UK.

18. El Deeb, S. Mohamed, and Halim, Y. (2016, May). *Using ecological footprint model to assess the sustainability of hospitality industry in Egypt.* Paper presented at October University for Modern Sciences and Arts (MSA)-Faculty of Management Sciences 2nd International Conference, Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform, May 8-9, 2016.

19. Ghannam, A., Hegazy, N., and Bassioni, Z. (2016). A technology framework of virtual market to reduce raw material cost. Paper presented at First International Conference, "Towards Building Egyptian Knowledge and Innovation Society". Supreme Council of Egyptian Universities, Egypt, 15 – 16 May 2016.

20. Ghannam, A. (2016, May). *Business Drivers for the Egyptian Manufacturing & the Required Information Technologies Leverage: An empirical study.* Paper presented at October University for Modern Sciences and Arts (MSA)-Faculty of Management Sciences 2nd International Conference, Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform, May 8-9, 2016.

21. Halim, Y. (2016). New marketing Mix Model to Rescue the Hospitality Industry: Evidence from Egypt after Arab Spring. *FEMISE International Conference, Greece 13-14 February.*

22. Salman, D. and Sanjan, L. (2016, May). *Income, health and pollution relation: insight for Egypt awaking development.* Paper presented at October University for Modern Sciences and Arts (MSA)-Faculty of Management Sciences 2nd International Conference, Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform, May 8-9, 2016.

23. Salman, D. (2016). The Impact of the Arab Spring and Regional Instability on the Tourism Sector along the Mid-region Countries. *FEMISE International Conference, Greece 13-14 February.*

24. Zaazou, O. (2016, May). *Marketing strategies in light of the economic crisis and contemporary challenges.* Paper presented at October University for Modern Sciences and Arts (MSA)-Faculty of Management Sciences 2nd International Conference, Managing the Transition Period in Egypt: Integrated Strategies towards Developmental Reform, May 8-9, 2016.

Academic Researches for the year 2014

Researches/Articles Published in Refereed Journals

1. Barakat, H. M., Nigm, E.M., and Aldallal, R.A. (2014). Current records and record range with some applications. *Journal of the Korean Statistical Society*, *43* (2): 263-273.

2. Barakat, H. M., Nigm, E. M., and Aldallal, R.A. (2014). Exact prediction intervals for future current records and record range from any continuous distribution. *Sort journal*, *38*(2): 251-270.

3. Kahil, M. (2014). Geometrization of econophysics: An alternative approach for measuring elements of risk management of an economic system. *Hyperion International Journal of Econophysics and New Economy, Vol. 7* (1): 61-76.

4. Salman, D. (2014). Mediating role of research and development on entrepreneurial activities and growth: Evidence from cross-country data. *World Journal of Entrepreneurship, Management and Sustainable Development,* Emerald, *Vol. 10* (4).

5. Salman, D. (2014). Vulnerable Egyptian labor market challenges after the Egyptian revolution. *Poverty & Public Policy journal*, *Vol. 6*: 239–258. DOI: 10.1002/pop4.76 http://onlinelibrary.wiley.com/doi/10.1002/pop4.76/abstract

6. Salman, D. & Atyia E. (2014). What is the role of Financial Development and Energy Consumption on Economic Growth? New Evidence from North African Countries. *International Journal of Finance & Banking Studies, Vol. 3* (1): 137-149. *http://www.ssbfnet.com/ojs/index.php/ijfbs/article/view/282*

7. Salman, D. (2014). What are the hidden global food crises that challenge future development? *International Journal of Development and Sustainability, Vol. 3* (1): 20-37. http://www.isdnet.com/ijds

Researches/Articles -Published in Arabic Language- in Refereed Journals
8. El Deeb, M.S. (2014). The Intellectual Scorecard in the Egyptian Travel & Leisure Companies. *Egyptian Accounting Review, Cairo University, Faculty of Commerce*, Issue No.4, ISSN: 2314-5196. 9. Halim, Y. (2014). The Contribution of Strategic Management Accounting (SMA) Approach in the Egyptian Hospitality Industry. *The Egyptian Journal for Tourism and Hospitality, 21*(2). 10. Helmy, H. E. (2014). Does inequality enhance economic growth: Evidence from Middle Eastern Countries. *Scientific Magazine for Economics and Commerce, Ain Shams University, 1*, January. 11. Helmy, H. E. (2014). Does the impact of inequality on economic growth differ among MENA countries? *Scientific Magazine for Economics and Commerce, Ain Shams University*, *2*, April. 12. زينب زعزوع، "المحددات التنظيمية والإدارية لتفعيل دور فرق العمل في نجاح تطبيق استراتيجيات الدمج داخل المنظمات العامة/ مجلة النهضة/ المجلد الخامس عشر/العدد الرابع/ اكتوبر 2014 / كلية الاقتصاد و العلوم السياسية- جامعة القاهرة. 13. زينب زعزوع، دور المواطن في مراقبة أداء الإدارة الحكومية في التجربتين الإنجليزية و الأمريكية-دراسة تحليلية/ مجلة القراءة والمعرفة (الجمعية المصرية للقراءة والمعرفة)/ العدد رقم 157- نوفمبر 2014/ كلية التربية جامعة عين شمس. 14. زينب زعزوع، دور المسائلة فى إصلاح تردى العلاقة بين الحكومة والمواطن الناجم عن تفشى الفساد فى المنظمات العامة بالتطبيق على دولة الإمارات العربية المتحدة، مجلة البحوث الإدارية-أكاديمية السادات للعلوم الإدارية، أكتوبر 2014 15. علا عمارة، "دور الذكاء الإنفعالي في دعم مهارات القيادة الإدارية بالمنظمات العامة: دراسة المهارات السلوكية لقيادة التحول"/ مجلة النهضة/ المجلد الخامس عشر/العدد الرابع/ اكتوبر 2014 / كلية الاقتصاد و العلوم السياسية- جامعة القاهرة.

Researches and Articles Published in the Proceedings of Academic Conferences
16. Adel, H.M. and Allam, S. (2014). "The direct and indirect effect of ICT on hybrid lean-agile supply-chain performance: an empirical study of automotive industry in an emerging market", *Proceedings of the 4thConference of the International Network of Business & Management Journals (INBAM), Track of "Management Decision" Journal, Barcelona, Spain,* 25-27 June. 17. Hamza, K. (2014). *State Stability a Governance Analysis Framework for Arab Spring Countries.* International Conference on Theory and Practice of E-Governance, Guimaries, Portugal. 18. Hamza, k. (2014). *Impact of Social Movements and Social Media on Governance Stability in Times of Turbulence-An analysis of the Arab Spring in Egypt.* International Conference on Theory and Practice of E-Governance, Guimaries, Portugal. 19. Salman, D. (2014). *The impact of economic freedom on entrepreneurs' activities and economic growth.* ERF 20th Annual Conference: Economic Development and Social Justice**,** 22 March 2014 - 24 March 2014, Cairo, Egypt.
Book Chapters
20. Hamza, K. (2014). *Information technology and crisis situations. In D. Fiott, R. Zuber, & J. Koops, Responsibility to Protect and the Third Pillar Approach: Legitimacy and Effectiveness.* New York: Palgrave. 21. Hamza, K. (2014). *Strategic implementation framework for smart city in developing countries-the case of egypt. In R. Gil-Garcia, T. Pardo, & T. Nam, Smarter as the New Urban Agenda: A Comprehensive View of the 21st Century City.* New York: Springer. 22. Salman, D. (October 2014). "How can we achieve sustainability? Lessons from developed countries" In: Developing sustainable value in economics, finance, and marketing. Ulaş AKKÜÇÜK.

9.4. Staff Promotion

Academic Year 2016/2017

Instructors

No.	Instructor Name	Degree	Specialization	Place	Year
1.	Emad Elwy	Associate Professor	Business Administration		2017

Teaching Assistants

No.	T.A. Name	Degree	Specialization	Place	Year
2.	Eman Adel	Assistant Lecturer	Accounting	Cairo University	2017
3.	Doaa Fathy	Assistant Lecturer	Accounting	Helwan University	2017

Academic Year 2015/2016

Instructors

No.	Instructor Name	Degree	Specialization	Place	Year
1.	Mohamed El Deeb	Associate Professor	Accounting		2016

Teaching Assistants

No.	T.A. Name	Degree	Specialization	Place	Year
2.	Hossam Tantawy	Assistant Lecturer	Banking & Finance	Middlesex University	2016
3.	Nora Saeed Abd Rabo	Assistant Lecturer	Business Administration	Arab Academy for Science & Technology (AAST)	2016
4.	Mohamed Nafea	Assistant Lecturer	Management Sciences	Cairo University	2016

Academic Year 2014/2015

Instructors

No.	Instructor Name	Degree	Specialization	Place	Year
1.	Doaa Abdo	Professor	Economics	Supreme Council of Universities	2014
2.	Heba Helmy	Professor	Economics		2015
3.	Zainab Zaazou	Associate Professor	Business Administration	Supreme Council of Universities	2015
4.	Amal Soliman	Lecturer (PhD)	Economics	Plymouth University	2015
5.	Ramy Abdul Hamid	Lecturer (PhD)	Mathematics & Statistics	Zagazig University	2014
6.	Samia El Sheikh	Lecturer (PhD)	Business Administration	Sadat Academy	2015
7.	Heba Adel	Lecturer (PhD)	Management Sciences	Cairo University	2015

Teaching Assistants

No.	T.A. Name	Degree	Specialization	Place	Year
8.	Doaa Ayman	Assistant Lecturer	Economics	Cairo University	2014
9.	Aliaa Tarek	Assistant Lecturer	Finance	Middlesex University	2014
10.	Engy El Ibiary	Assistant Lecturer	Business Administration	Arab Academy for Science & Technology (AAST)	2014

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

Dr. Samia El Sheikh

Prof. Doaa Abdo

Dr. Ola Emara

Dr. Emad Elwy

Dr. Ghada Aly

Ms. Hala El Marsafy

Dr. Heba Adel

Dr. Mohamed El Deeb

Dr. Yasser Tawfik

Dr. Zainab Zaazou

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. Several academic staff members of the Faculty of Management Sciences have successfully completed the certificate in 2016; Prof. Doaa Abdo, Dr. Ola Emara, and Dr. Samia El Sheikh and another group of staff members completed in 2017 Dr. Emad Elwy, Dr. Ghada Aly, Ms. Hala El Marsafy, Dr. Heba Adel, Dr. Mohamed El Deeb, Dr. Yasser Tawfik and Dr. Zainab Zaazou.

10. Community and Societal Services

10.1. Publications

Publication of two pamphlets by Dr. Mohammed Al-Deeb:

First: "Simplified Guide to Tax Accounting for SMEs" - May 2015.

Second Handbook: "Simplified Guide to Bookkeeping in Small and Medium Enterprises" - October 2015.

They were distributed to small projects in the districts of 6 October, Giza and Cairo.

10.2. Studies and Consultation

The college contracted with one of the companies of the sixth of October to undertake a study funded by the company on the marketing problems experienced by the company and the work is in this study.

Consultations are under way with the 6th October Investors Association about the College's provision of consulting services to some companies.

10.3. Protocols Signed With The Faculty

Faculty of Management Sciences signed a protocol of cooperation with Delta RS group on the 6th of February 2017 to provide the students and graduates with internship and job opportunities.

The first internship event by Delta RS (CompuMe and RadioShack) was held in MSA University Thursday 4/5/2017 from 12:30 to 2 in the SSB.