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# BE NEWS ISSUE 3 July 2025

## Dean's Message



**Professor  
Wafaa Marzouk**

As we approach the close of the first academic year, we are thrilled to present the third and final issue of our School of Business newsletter. This edition not only highlights our remarkable achievements but also celebrates the initiatives that have shaped an extraordinary year for our students and community. This year has truly stood out, marked by the successful implementation of 24 enriching extracurricular activities expertly designed to elevate our students' educational experiences.

We had the privilege of welcoming industry leaders as guest speakers, who shared their invaluable insights on pressing topics such as global changes and the Egyptian economy, sustainability, and the evolving landscape of accounting in the digital age. These enlightening sessions provided our students with not just knowledge but inspiration, encouraging them to tackle real-world challenges head-on and seize emerging opportunities. Furthermore, our students gained firsthand experience through site visits to local businesses and organizations, including Junayna Factory, Editia Factory, and the National Anti-Corruption Academy. These experiences deepened their understanding of various industries while fostering essential networking connections.

In our commitment to student development, we hosted an engaging series of hands-on workshops. These interactive sessions allowed students to translate theoretical concepts into practical applications, greatly enriching their educational journey. Our internal competitions sparked innovation and teamwork, giving students the platform to showcase their skills and creativity. The enthusiasm and talent on display were nothing short of inspiring. A noteworthy achievement this year was the successful securing of summer internship opportunities for our students. These internships will offer invaluable real-world experience, empowering students to apply their knowledge and prepare confidently for their future careers.

As we look back on this year's achievements, we want to express our deepest gratitude to everyone in our university community for your steadfast participation and support. We are excited about the possibilities that the upcoming year will hold and wish everyone a joyful and productive summer.



# CAMPUS NEWS & ANNOUNCEMENTS

School highlights



# ACADEMIC HIGHLIGHTS



## Guest Lecture on Global Changes and the Egyptian Economy

On April 28, 2025, the School welcomed Dr. Amr Hamdy, Network Control Manager at Qatar National Bank (QNB), for a lecture titled "Global Changes and Their Impact on the Egyptian Economy." The session drew a strong turnout of students and academic staff from across faculties, reflecting keen interest in understanding how global trade and economic developments affect national economies.

Dr. Hamdy addressed recent trends in international markets and their specific implications for Egypt, offering practical insights into how businesses and policymakers can adapt to an evolving global landscape. Participants appreciated the relevance and depth of the discussion, especially in areas related to global trade dynamics, economic strategy, and market adaptation.

## Guest Lecture on Sustainability in Business

On May 4, 2025, the School hosted a lecture on "Sustainability in Business" delivered by Dr. Lina Khattab, worked as a Lecturer in the Business Administration Department at Cairo University and University of York in England. The session introduced students to key concepts of sustainability, including the United Nations' definition, the Sustainable Development Goals (SDGs), and case studies such as the University of York.

The discussion also explored key issues such as the fast fashion crisis and the role of universities in promoting sustainability. Attendees gained a deeper understanding of how sustainable thinking can be integrated into business practices, and the feedback highlighted the session as highly engaging and informative, with participants noting its practical focus, abundance of real-world examples, and its strong impact in raising awareness of sustainability in business.



# ACADEMIC HIGHLIGHTS



## Badya University Hosts IMA Student Leadership Roadshow 2025

On May 8, 2025, the School proudly hosted the IMA Student Leadership Roadshow – Egypt 2025, bringing together over 250 participants from across the country. The event welcomed students from ten prominent Egyptian universities, along with IMA Middle East representatives and industry professionals, for a day centered on leadership, professional growth, and future career readiness.

The event featured interactive sessions on leadership, career pathways, and globally recognized certifications such as CMA and FMAA. The university extends its sincere appreciation to IMA Middle East & Africa and **Dr. Ahmed El-Sakhawy, IMA Egypt Country Manager**, for their valuable contribution. The successful gathering showcased Badya University's dedication to preparing future business leaders with global vision and professional excellence.



### Participated Universities



# ACADEMIC HIGHLIGHTS



## Seminar on Accounting in the Digital Age

On May 7, 2025, the school held a seminar titled “Accounting in the Digital Age: Challenges and Solutions,” delivered by **Dr. Ibrahim Fekry, Accounting Lead at Siemens Company**. The session explored how emerging technologies such as automation, artificial intelligence, and cloud computing are transforming the accounting profession, along with the challenges and ethical considerations these changes bring. The seminar provided valuable insights into current digital trends and highlighted the importance of continuous learning and technological literacy for future accounting professionals.

## Guest Lecture on Financing Entrepreneurial Projects

On May 13, 2025, the school hosted a lecture titled “Entrepreneurial Journey & Financing Entrepreneurial Projects.” The session featured **Mr. Ahmed Tayea, Vice President of the Small and Medium Enterprises Development Unit**, and **Mrs. Aya Ashraf, Non-Financial Services Officer at the SME Development Agency in 6th of October City**. The lecture introduced students and faculty to the financial stages of entrepreneurship and highlighted the importance of selecting the right funding sources to support business growth.



Participants gained valuable insights into various financing methods such as personal savings, bank loans, angel investors, venture capital, and crowdfunding. The session also covered key topics like investor pitching, financial planning, and current trends in entrepreneurial finance, supported by practical case studies. The event received positive feedback for its relevance and clarity, contributing to the school's ongoing efforts to bridge academic learning with real-world business practices.



# ACADEMIC HIGHLIGHTS



## Lecture on Economic and Political Challenges Facing the Egyptian Economy



On May 18, 2025, the school hosted a distinguished lecture titled “The Economic and Political Challenges Facing the Egyptian Economy and Their Impact on Economic Growth.” The session was delivered by **Staff Major General Dr. Bahgat Mohamed Farid**, a strategic and military expert, former Director of the National Defense College, and holder of a PhD in State Defense Preparation Strategy.

The lecture addressed key issues including inflation, currency depreciation, foreign debt, and the intersection between political decisions and economic development.

## Accounting Case Competition Empowers Students with Real-World Experience

On May 21st, 2025, the school hosted an engaging Accounting Case Competition at the Main Auditorium. This event brought together 12 undergraduate accounting students, 12 academic staff, and 5 industry professionals, aiming to enhance analytical thinking, teamwork, and presentation skills through real-life accounting challenges.



Led by esteemed experts including **Ms. Nurihan Abdelbary** (ACCA Market Development Manager – Egypt), **Mr. Osama Samy** (CFA, CPA, CMA, and more), and **Mr. Mohamed Abdelgawad** (Accounting Manager at Schneider Electric), the competition covered vital topics such as international accounting standards, financial modeling, valuation techniques, and career pathways including key certifications like ACCA, CMA, and FMVA.

Students gained valuable insights into approaching complex accounting problems systematically and communicating their solutions confidently. The event also provided professional guidance on career development beyond textbooks, fostering a practical understanding of the industry.

# ACADEMIC HIGHLIGHTS



## Major Selection Orientation Day for First-Year Students

On May 25, 2025, the school held a Major Selection Orientation Day to support first-year students in choosing their academic specializations. The event featured presentations by faculty members and industry professionals, including experts in economics, finance, human resources, marketing, and business technology. Speakers provided valuable insights into each major's academic content, career paths, and real-world applications.

As part of the orientation, students completed an online assessment developed by the school to help them explore their abilities and interests. This customized tool was designed to guide students toward the major that best aligns with their strengths and career aspirations.

Students had the opportunity to engage with professionals such as Dr. Karim Mohamed (Arab African International Bank), Dr. Dina Abdelazeem (Economist), Mr. Ahmed Tawfik (Methode Electronics), and Mr. Hany Galal (Emirates Auction), among others. The session was well-received, with students gaining a clearer understanding of each major and how it aligns with their interests and future goals. The event was considered highly successful in guiding students toward informed academic decisions.





# OPPORTUNITIES & INTERNSHIPS

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## Students Tour at Juhayna Factory

On Tuesday, April 29th, 2025, our students visited Juhayna's factories located in the industrial area of 6th of October. This factory tour was designed to enrich students' applied knowledge by providing direct exposure to Juhayna's production processes.

During the visit, students observed the manufacturing of key products such as milk and juices and explored the concept of the production line. They also appreciated the advanced technology utilized to optimize efficiency throughout the operations.

The students were highly impressed by the visit and expressed their desire for similar experiential learning opportunities. Building on this success, the school plans to organize further visits to broaden students' understanding of business cycles and real-world market applications.



# OPPORTUNITIES & INTERNSHIPS

## Students Visit National Anti-Corruption Academy

On Tuesday, May 6th, 2025, 14 participants, including 11 students and 3 staff members from the school, attended a seminar at the National Anti-Corruption Academy. The visit aimed to introduce students to the complexities of corruption, its risks, and the national strategies deployed to combat it, while emphasizing ethical conduct and accountability.

**General Ahmed Mansour** delivered a powerful lecture covering various forms of corruption such as bribery, embezzlement, nepotism, and fraud. He detailed their social, economic, and political impacts, and explained the institutional mechanisms in place to prevent and fight corruption. A compelling real-life case study video of a government employee's arrest underscored the Academy's rigorous investigative and legal efforts, deeply resonating with the students.

Participants found the experience highly educational, gaining a richer understanding of the importance of transparency and good governance. Moving forward, the school plans include ongoing collaboration with the Academy and organizing similar sessions for students at the October branch.





# OPPORTUNITIES & INTERNSHIPS

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## Students Visit to Edita Factory

On Tuesday, May 20th, 2025, students at the school visited Edita's Factory in the industrial area of 6th of October. The factory tour aimed to bridge the gap between academic knowledge and practical business operations.

During the visit, students gained valuable insights into Edita's history, quality control processes, and advanced production technologies. They observed firsthand the manufacturing of popular products such as Molto and Brownies, and learned about the efficiency achieved through state-of-the-art production lines.

Feedback from the students was overwhelmingly positive, with many expressing a desire for more field visits to deepen their understanding of real-world business cycles, particularly in diverse sectors like cosmetics. Following this successful visit, the school plans to organize additional tours to enhance experiential learning and strengthen the connection between classroom theories and market realities.





# SCHOOL PARTNERSHIPS



## Badya University signed an agreement with Mubasher Media and Mubasher Trade

On June 23, 2025, Badya University signed an agreement with Mubasher Media and Mubasher Trade aimed at enriching the educational experience for business students. The agreement was signed by Prof. Dr. Hossam El Malahi, President of Badya University; Mr. Assem El Bassal, Managing Director of Mubasher Media; and Mr. Hany Hamdy, Managing Director of Mubasher Trade.

Through this collaboration, students at the school will gain hands-on access to Mubasher's virtual trading platform, along with a suite of professional educational resources.

This initiative enables Business students to simulate real stock market trading, engage in competitions with valuable prizes, and collaborate with finance professionals on research projects related to the Egyptian market. This partnership reflects Badya University's commitment to practice-based learning, equipping students with vital investment strategies and financial analysis skills—essential tools for tomorrow's leaders in finance and business.



# FACULTY ACHIEVEMENTS

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## Congratulations on winning the IMF competition

The School extends its heartfelt congratulations to **Mohamed Badawy**, Assistant Lecturer in Applied Economics, for his remarkable achievement at the **Inaugural IMF Middle East and North Africa Research Conference**, held at the American University in Cairo on May 18–19, 2025.

Mohamed was honored as one of the winners of the IMF's *Youth Research Competition*. During the conference, which brought together leading economists and policymakers from institutions such as UC Berkeley, MIT, University of Chicago, Oxford, and Peking University, Mohamed was publicly recognized for his outstanding research potential and received a certificate of appreciation from the IMF. His participation in this high-level global event highlights both his individual excellence and the Schools' ongoing commitment to supporting impactful research and international engagement.



## Research Publications

**Mohamed Badawy**, Assistant Lecturer in Applied Economics, published a paper titled *“Measuring Fiscal Policy Uncertainty: The Case of Egypt”* published in the journal *Public Budgeting and Finance*. The study introduces a novel composite index of fiscal policy uncertainty (FPU) for Egypt, covering the period from 1982 to 2023.

The full-text, read-only, version of the paper can be accessed at the following link:

<https://onlinelibrary.wiley.com/doi/10.1111/pbaf.12405>

# THANK YOU