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BE NEWS
ISSUE 2
January 2025



Welcome to our School of Business Administration and Applied Economics , Badya University Newsletter! we share exciting updates and insights from our vibrant community of students & academic staff. We're thrilled to have you with us and look forward to keeping you informed, engaged, and inspired!



Dean's Message

Celebrating Our Achievements and Embracing the Semester Break

As we approach the ending of our first academic semester here at the School of Business Administration and Applied Economics at Badya University, I want to take a moment to reflect on the achievements and milestones we have celebrated.

This semester has been filled with challenges and triumphs. We have witnessed remarkable efforts from you. Your enthusiastic participation in the entrepreneurship workshops and your involvement in skills hub sessions have truly been inspiring. I am particularly proud of how many of you have engaged in the extracurricular activities we implemented this semester—participating in workshops and guest speakers' sessions. These experiences enhance your academic journey and foster invaluable skills and connections.

Our faculty members have played a pivotal role in creating these opportunities, fostering an engaging learning environment, and providing mentorship and guidance to support you in your endeavors. As we transition into the semester holiday, I encourage everyone to recharge and reflect. Whether you spend it with family, engage in a new hobby, or travel, remember that self-care and relaxation are vital to our well-being. Looking ahead, I am thrilled about the exciting opportunities that await us in the upcoming semester. Wishing you all a restful and enjoyable break! We eagerly anticipate your return, refreshed and prepared for the new semester.



**Professor
Wafaa Marzouk**

Congratulations to Prof. Dr. Hossam Al-Malahi



The School of Business Administration and Applied Economics at Badya University, join the entire university community in extending our deepest congratulations to

Prof. Dr. Hossam Al-Malahi, President of Badya University, on his prestigious selection to serve on the Advisory Council of Egypt's Scientists and Experts as a member of the Education, Technical Education, Culture, and Scientific Research Committee.

This well-deserved recognition highlights Prof. Al-Malahi's dedication to advancing education and research in Egypt.

We are immensely proud of his achievements and wish him continued success in this vital role.

CAMPUS NEWS & ANNOUNCEMENTS

School highlights

ACADEMIC HIGHLIGHTS



Public Speaking - November 18, 2024



BE hosted a workshop on the art of public speaking, presented by ACCA in collaboration with Toastmasters International. Designed as a staff development session, the workshop equipped faculty from the School of Business Administration and Applied Economics with essential communication skills to enhance their professional impact. Participants explored techniques for structuring speeches, engaging audiences, and building confidence, guided by experts from Toastmasters International. The session emphasized practical learning through interactive activities, making it a valuable experience for all attendees.



ACADEMIC HIGHLIGHTS



AI Tools for Academics

November 27, December 12 , 2024

BE proudly hosted two impactful sessions by Dr. Amr Fahmy, a Microsoft Consultant, on the transformative role of AI in academia. The first session, "AI for Educators," explored AI's potential to personalize learning and automate tasks, while the second focused on "AI Tools in Academic Research," highlighting innovative applications in data analysis and research methodologies. Both sessions sparked engaging discussions, inspiring faculty to integrate AI into teaching and research practices.



Rock Your LinkedIn Profile December 8 , 2024

As part of our commitment to empowering students for professional success, BE hosted an engaging online session titled "Rock Your LinkedIn Profile." Led by Mohammed Abdelgawad, Regional Account Director at LinkedIn Talent Solutions, Dubai, the session provided invaluable insights into building a standout LinkedIn presence. Students learned strategies to connect, grow, and succeed in their careers. A heartfelt thank you to Mr. Abdelgawad for his expertise and to our students for their enthusiastic participation!



ACADEMIC HIGHLIGHTS



Azula Success Story December 15 , 2024

BE hosted Ms. Cherry Adeeb, a distinguished fashion designer and founder of the Azula brand. Through a captivating session, Cherry shared her entrepreneurial journey, filled with challenges and triumphs, inspiring students to pursue their business aspirations with courage and persistence. The session left a lasting impression, underscoring the transformative power of dreams and determination in achieving success.



Showcasing Skills: Bridging Theory and Practice in Final Projects

Our BE students actively participated in final projects in Principles of Management and Professional Ethics courses that required them to apply core concepts to real-world scenarios. Our students showcased their ability to think critically and strategically by developing innovative associations to real-world organizational challenges. They demonstrated strong teamwork and leadership skills through collaborative projects and effectively communicated their ideas during presentations. These final projects enabled students to refine their professional competencies, connect theoretical to practice, and prepare for future leadership roles.



CAMPUS NEWS

Spreading Joy: Celebrating the Festive Season Together December, 22, 2024



Our staff, and students of school of Business Administration and Applied Economics had the pleasure of participating in the magical vibrant New Year and Christmas celebrations organized by Badya University. The event brought everyone together to immerse in the festive spirit, with a wide range of student life activities that fostered a sense of community and joy. Faculty members joined in the celebrations alongside students, creating an inclusive atmosphere that highlighted the importance of togetherness and shared experiences. From holiday-themed performances to interactive games, the celebrations were a delightful opportunity for all to relax, connect, and celebrate the season, enhancing the sense of belonging within the university.



Students Corner

University life and self discovery



Sara AbuBasha, BE student

University helped me grow, sparked my curiosity, and gave me the courage to chase my dreams. I feel more confident now and ready to make a difference in the world.



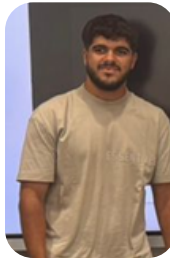
Ismail Gamal, BE student

University life taught me to be determined, responsible and more interested in studying.



Ali Safwan, BE student

College made me more responsible, study hard & work towards my goal.



Marwan Magdy, BE student

I was homeschooled starting grade 10, so there are certain experiences I may have missed. The university helped me to gain valuable skills, such as presentation skills, research abilities, & more.

I began developing the knowledge, skills, and connections crucial for my future career and personal growth. This also marked the start of my transition to university life, where I learned to manage responsibilities, explore my interests, and work towards achieving my academic and professional goals.

Bassam Ehab, BE student



Alyaa Mohamed, BE student

When I started university, I initially felt lost because everything was so new, and I lacked experience. It was a completely different phase of my life. However, the welcoming atmosphere of the university helped me adjust, and I soon made some wonderful friends. Over time, I developed a sense of discipline and responsibility, learning the importance of waking up early, managing my meals on schedule, and achieving skills that are valuable in my practical life.

Meet our Athletes



Our BE first year students making waves beyond the classroom



Congratulations for our champion

Student/ Ehab Abdelfattah Ali

for securing second place in the Egyptian Water Polo Cup with Al Ahly Club. Your achievement is a source of pride for us all—well done!

Student/ Hala Abdelsamad shines on the African stage

making history with her team by achieving third place and earning a bronze medal in the African Women's Champions League.



FACULTY Spotlights

Dr. Amr Sayed Represents Badya University at IMA Cairo summit



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Esraa Ismaiel participated in sustainability International Conference

Our Teaching Assistant, Esraa Ismaiel, actively participated in the 3rd International Conference on Resilience and Sustainability in Management, held at the Faculty of Management Sciences, MSA University, on September 11-12, 2024. She presented a research paper titled "Exploring the Use of Green Message Framing in Fintech Mobile Apps on Promoting Sustainable Behaviors in Egypt: A Qualitative Study."



Professors Insights

New Horizons in Higher Education: The Impact of Major Philanthropic Naming

by Professor Wafaa Marzouk, Professor of Marketing,
Dean of School of Business Administration & Applied Economics

A significant shift in Egypt's higher education landscape occurred recently with the American University in Cairo's renaming of its School of Business to the Onsi Sawiris School of Business. This landmark \$30 million donation from the Sawiris family marks a pivotal moment in Egyptian higher education philanthropy. The development is particularly noteworthy as it represents the first time a business school in Egypt has been renamed following a major family donation.



While Egyptian universities have traditionally named facilities after historical figures or organizations - such as Banque Misr Hall at Cairo University or Mohamed Ali Basha Hall at Alexandria University - this new approach signals an emerging trend in educational philanthropy in the region. Philanthropic investments in education offer multiple benefits for both academia and business. They enable universities to upgrade facilities, integrate technology, and enhance research, producing graduates who are better equipped for the modern business world. These investments also foster stronger ties between academia and industry, as business families bring valuable market insights, ensuring curricula are more relevant. This model encourages other private sector leaders to invest, creating a virtuous cycle that strengthens the broader business ecosystem. Additionally, it could position Egypt as a regional business education hub, driving economic development, knowledge transfer, innovation, and entrepreneurship. This evolving philanthropic approach may pave the way for a sustainable, dynamic funding model that combines public and private sector contributions to develop future business leaders.

Professors Insights

Economic Reform in Egypt: A New Era for Private Sector Growth

by Dr. Amal Gamil, Assistant Professor, Economics department

H.E President Abdel Fattah El-Sisi has announced a landmark decision to withdraw key state institutions from economic activities, including the General Intelligence Service, the Ministry of Military Production and Military Intelligence Authority. These institutions, which previously dominated Egypt's economy with advantages like tax exemptions and significant influence, had contributed to the retreat of private firms unable to compete under such conditions.



Shifting the Economic Paradigm: The decision represents a significant shift towards a balanced economy by reducing state involvement in economic activities. It seeks to empower the private sector, promote fair competition, enhance transparency, and position the state as a regulator rather than a competitor. The transition levels the playing field for private businesses, fostering equal opportunities, boosting investor confidence, attracting FDI, and encouraging entrepreneurship. We anticipate sustained economic growth fueled by private-sector contributions & enhanced market dynamics, with state focusing on its regulatory role.

Conclusion: Egypt's economic reform signals a strategic shift towards fostering a dynamic, competitive, and investor-friendly business environment. As the state redefines its role, the private sector stands at the threshold of new opportunities, promising long-term economic resilience and prosperity.

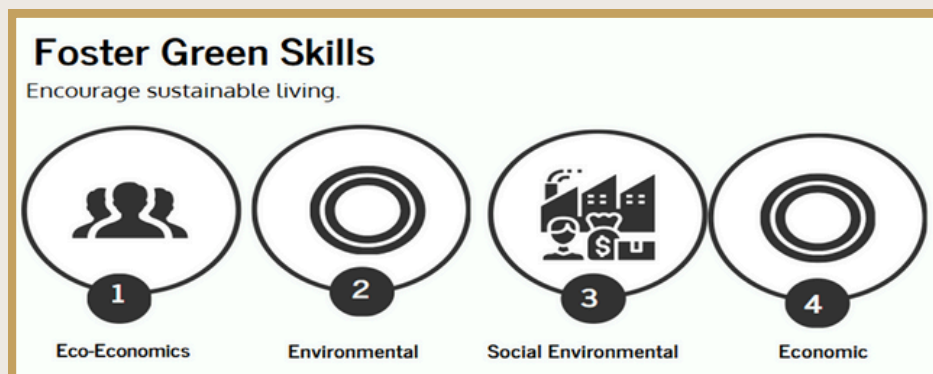
Professors Insights

Hard skills will get the interview; soft skills will get you the job

by Dr. Ibrahim Shafee, Assistant Professor, Business Administration department

Traditional skills will not be enough for the near future as more skillsets are required especially in the emerging emphasis of sustainability and green economy.

Green skills are the competencies and knowledge necessary to support environmental sustainability and reduce ecological impacts. Green skills are diverse, ranging from technical to strategic roles, and often intersect with traditional skills as industries increasingly integrate sustainability into conventional job functions. This blending of green and traditional skills is key to preparing the workforce for a rapidly evolving green economy, where adaptability and innovation are essential. In a study by (LinkedIn, 2023), it was found that the increase in demand for green skills is overtaking the increase in supply, raising the prospect of an imminent green skills shortage. herefore, you must be aware of these green skills that are required for performing the duties of the job. After that, you are required to upskill and reskill your competencies concurrently for gaining and maintaining employability.



Professors Insights

Accounting Education in Egypt – Overview

by Dr. Amr Sayed, Assistant Professor, Business Administration department

Approximately 200,000 students are pursuing accounting programs in Egypt. Salaries for accountants vary widely, influenced by experience, professional certifications, and the nature of the employing organization. Entry-level accountants without certifications typically earn modest salaries, while those with a few years of experience see an increase. Professionals holding advanced certifications such as CPA or CMA command significantly higher earnings, reflecting the value placed on such qualifications.

In addition to key challenges include insufficient practical training, overcrowded public universities, and limited collaboration between academic institutions and the labor market, lack a focus on essential topics such as sustainability and data analytics. Highlighting the need for better alignment between education and industry needs.

To address these gaps, student engagement can be improved through workshops, certifications, and hands-on experience, Universities must also leverage global standards like AACSB to enhance the competitiveness of their programs. as well as partnerships with industry organizations for internships and real-world exposure This is what distinguishes Badya University in Accounting education. The university integrates practical learning by hosting ACCA workshops, incorporating FMAA, CMA certifications into its curriculum, and collaborating with organizations like EGX, SAP, and the Egyptian Banking Institute. These initiatives ensure that students gain both theoretical knowledge and practical skills, bridging the gap between academia and industry.



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