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BE NEWS ISSUE 4 July 2026

Dean's Message



**Professor
Wafaa Marzouk**

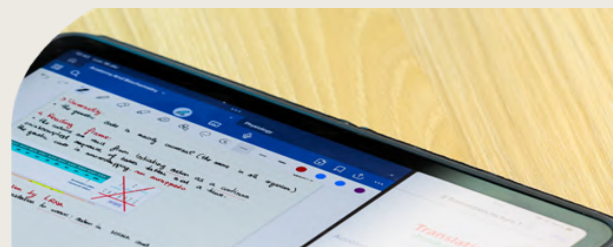
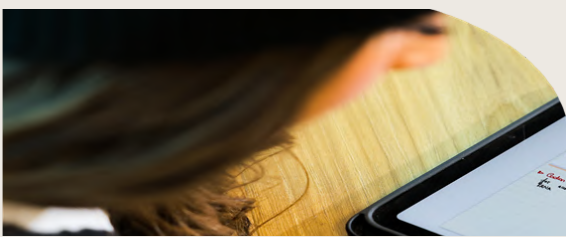
As we conclude another successful academic year, we are thrilled to present the fourth issue of our School of Business newsletter. This edition not only highlights our remarkable achievements but also celebrates the initiatives that have shaped an extraordinary year for our students and community. This year truly stood out, marked by the successful implementation of 16 enriching extracurricular activities expertly designed to elevate our students' educational experiences.

This year, in our commitment to keeping pace with the latest developments in the business world, we organized a series of guest speaker lectures to introduce students to emerging business and technological career pathways. These sessions aimed to prepare students early and raise their awareness of evolving market demands, featuring leading organizations including but not limited to Digital Hub, Sumerge Bridge X, Egyptian Banking Institute and Mubasher Egypt. The lectures provided valuable insights into new skills, opportunities, and trends, equipping our students to confidently navigate their future professional journeys.

In our commitment to student development, we organized a series of internal and external workshops focused on strengthening presentation skills and team building for our students. Building on these foundational skills, we further enhanced students' awareness of entrepreneurship through a visit to Fekretak Sherketak at the Ministry of Investment. Moreover, enhance students' practical business knowledge through a field visit to Edita Food Industries. Additionally recognizing the critical role of social responsibility through participating with Egyptian Food Bank Initiative. Moreover, recognizing the critical role of professional certifications in today's job market, the school successfully obtained international professional accreditation from the Institute of Management Accountants, providing students with valuable credentials to prepare them for a competitive professional environment.

Moreover, for the second consecutive year, the School has organized impactful events that support students' academic and professional growth. Program Selection Day helped students make informed specialization choices through engagement with industry professionals from leading organizations. In addition, Research Day promoted the importance of scientific research by providing students with the opportunity to present their projects to external examiners and receive valuable feedback from experienced market professionals.

As we look forward to the year ahead, 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 successful and productive academic year.



CAMPUS NEWS & ANNOUNCEMENTS

School highlights

BE Orientation HIGHLIGHTS

A Warm Welcome to Our New Students : Orientation Day for the Class of 2025–2026

On September 21, the College held its Orientation Day for new students, welcoming them at the start of their academic journey. The event featured a warm welcome address by the University President and the Chairman of the Board of Trustees, who emphasized the university's vision and commitment to student success. The orientation also included a comprehensive presentation highlighting student activities, training opportunities, and the key achievements and initiatives undertaken by the school during the previous academic year. In addition, students attended an introductory session outlining the school academic regulations, operational guidelines, and essential information needed for their first year of study. The day concluded with an interactive Q&A session, allowing students to raise their questions and gain clarity on academic and administrative matters, contributing to a smooth and confident start to university life.



ACADEMIC HIGHLIGHTS



Skill Hub Workshop on the Foundation of Presentation Skills

On September 22, 2025, the school organized a workshop for first-level students aimed to equip new students with essential communication and presentation techniques required for academic success and future professional development. During the session, students were introduced to the fundamentals of effective presentations, including structuring content, delivering ideas with confidence, and engaging an audience. The workshop featured practical examples and interactive discussions that encouraged student participation and skill development. Participants found the session highly beneficial, as it provided them with practical tools to enhance their presentation abilities throughout their university journey.

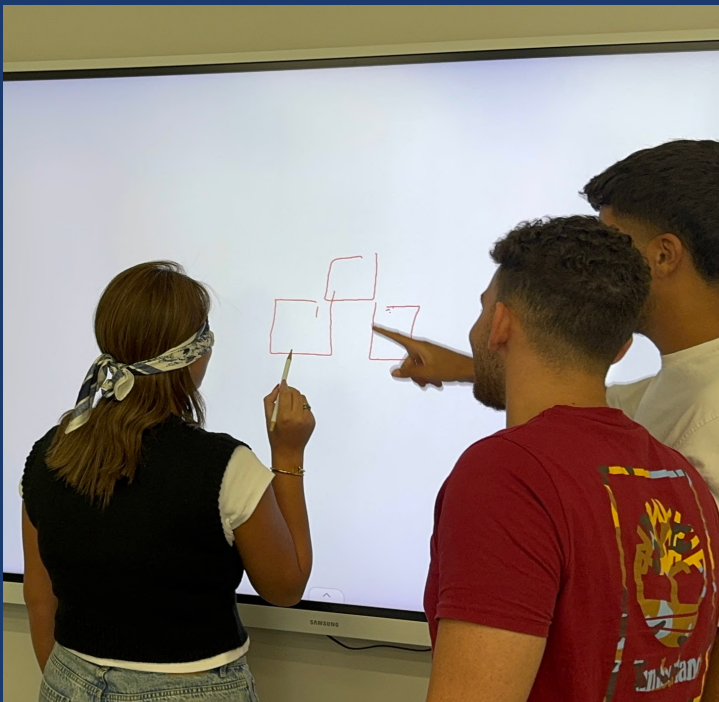


ACADEMIC HIGHLIGHTS



Skill Hub Workshop on Team Building

On October 13, 2025, the school organized a workshop for second-level students focused on developing students' ability to work effectively within teams, an essential skill for both academic projects and professional environments. The session addressed key concepts such as collaboration, communication, role distribution, and problem-solving within group settings. Through interactive activities and practical examples, students were encouraged to actively participate and apply team-building strategies in real-life scenarios. The workshop was well received by participants, who valued its practical approach and relevance to their academic and future career development.



ACADEMIC HIGHLIGHTS

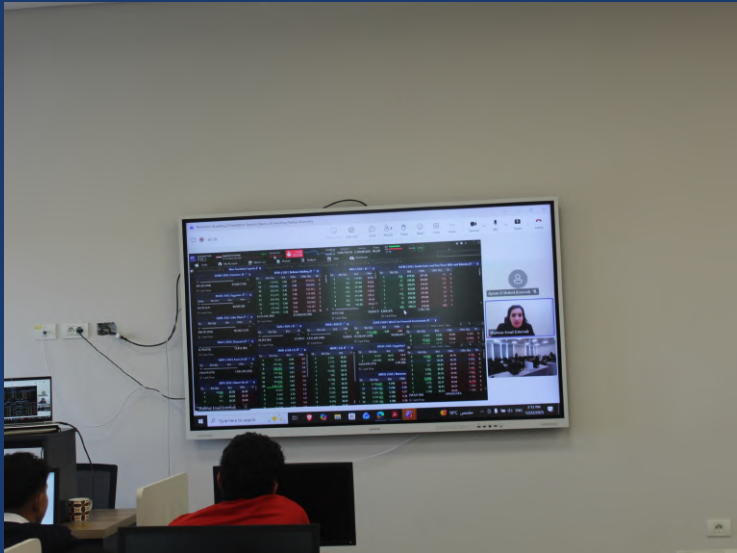


Digital Hub employ Online Workshop on Digital trends in Business Field

On October 28, 2025, the school organized an online workshop for first and second level students, delivered by Mr. Mahmoud Yasser-HR director at Digital Hub, focusing on the latest digital trends in the business field. The workshop provided students with valuable insights into emerging digital transformations and their impact on modern business practices. It also introduced students to key aspects of Digital Business Administration and the skills required to succeed in this growing specialization. The session concluded with a discussion on practical training opportunities, during which an agreement was reached to offer hands-on training, aiming to bridge the gap between academic knowledge and real-world digital business applications. The workshop was highly appreciated by students for its relevance and practical value.

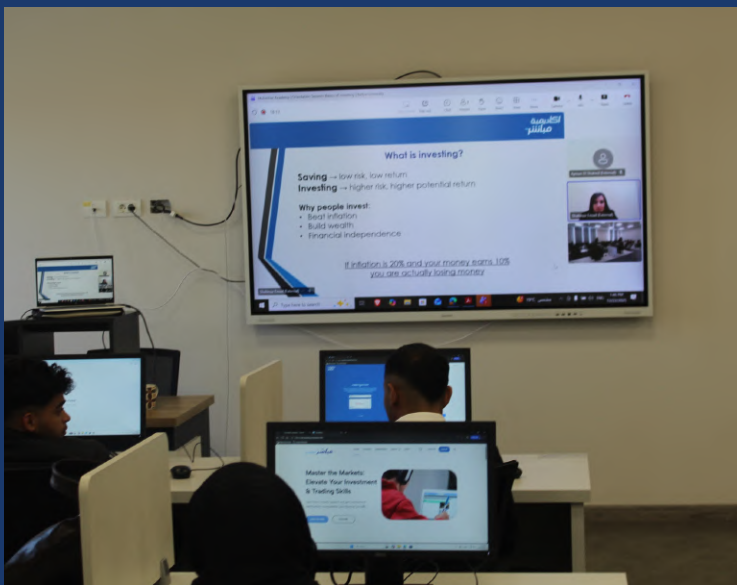


ACADEMIC HIGHLIGHTS



Mubasher Online Workshop on Egyptian Stock Exchange Markets

On November 22, 2025, the school organized an online workshop for first and second level students, delivered by Mr. Ayman El-shahed-Senior equity research analyst at Mubasher Egypt, focusing on an introduction to trading through Egyptian Stock Exchange. The workshop aimed to enhance students' understanding of capital markets by covering the fundamentals of stock trading, types of shares, and different trading methods. In addition, the session provided an overview of investment funds and their role in portfolio diversification. Through practical explanations and real-market examples, students gained valuable insights into how trading operates in the Egyptian market. The workshop was well received and contributed to strengthening students' financial awareness and investment knowledge.



ACADEMIC HIGHLIGHTS



sumerge Egypt co. employ an bridge X Online Workshop on emerging technological tracks and overall business career pathways

On December 23, 2025, the school organized an online workshop for first and second level students, delivered by Ms.Dina Abo Sharkh, Ms.Haidy El-nakhoury, Ms. Youmna Anwar-Engineering Manager and Mr. Ahmed El-mosslamy-Marketing Manager at sumerge co. focusing on business career pathways across all specializations, alongside emerging technological tracks and new job opportunities driven by rapid technological advancement. The workshop highlighted how market needs are reshaping both business and technology-related roles, with a particular focus on opportunities relevant to students of Business Administration and Applied Economics. Through practical insights and real-market perspectives, the session helped students understand how to align their academic paths with evolving labor market demands. The workshop was highly appreciated for its relevance and clarity in presenting future-oriented career options.



ACADEMIC HIGHLIGHTS



Fekretak Sherketak co. employ an Online Workshop on Feasibility Studies for Early-Stage Startups

On April 14, 2026, students from the School of Business Administration and Applied Economics at Badya University attended an inspiring workshop on feasibility studies for early-stage startups, organized in collaboration with Fekretak Sherketak – the General Authority for Investment and Free Zones (GAFI). The workshop aimed to provide students with practical insights into evaluating startup ideas and transforming them into viable business opportunities. Throughout the session, students engaged in dynamic discussions and hands-on learning activities that enhanced their understanding of feasibility analysis and entrepreneurial planning. The workshop also highlighted the importance of strengthening collaboration between the university and organizations that support entrepreneurship and innovation in Egypt. Students benefited greatly from the valuable insights and practical knowledge shared by Ms. Rania Marzouk-Economic Consultant and Trainer, whose contribution enriched their learning experience. The session was highly interactive and positively received, reflecting the School's ongoing commitment to empowering future business leaders and equipping them with the knowledge and skills needed to succeed in Egypt's evolving entrepreneurial ecosystem.



ACADEMIC HIGHLIGHTS



Egyptian Banking Institute employ an Workshop From Idea to Impact: Your First Step into Entrepreneurship

On April 21, 2026, the School of Business Administration and Applied Economics at Badya University hosted the workshop “From Idea to Impact: Your First Step into Entrepreneurship,” organized in collaboration with the Egyptian Banking Institute. The session aimed to introduce students to the fundamentals of entrepreneurship and innovation while providing them with practical insights into transforming ideas into meaningful business opportunities. Throughout the workshop, participants engaged in enriching discussions that deepened their understanding of the entrepreneurial journey and encouraged them to think critically about how innovative ideas can create real impact. Students also gained valuable exposure to the challenges and opportunities within the entrepreneurial ecosystem, helping them develop a clearer vision for future career pathways. The session was delivered by Mr. Mohamed Youssef -Manager of business development department at EBI and Ms. Doaa Essmat-EBI instructor, whose expertise and practical perspectives greatly enriched the learning experience. The workshop was highly interactive and positively received, reflecting the School’s ongoing commitment to fostering innovation, entrepreneurial thinking, and equipping students with the knowledge and inspiration needed to take their first steps toward future success.



ACADEMIC HIGHLIGHTS



Digital Hub employ an Online Workshop on Artificial Intelligence in Action – Driving Business Growth

On April 22, 2026, the School of Business Administration and Applied Economics at Badya University hosted the workshop Artificial Intelligence in Action – Driving Business Growth, organized in collaboration with Digital Hub. The session aimed to provide students with practical insights into the growing role of artificial intelligence in modern business environments and its impact on organizational growth and innovation. Throughout the workshop, students explored how AI-driven solutions are transforming decision-making processes, enhancing operational efficiency, and creating new opportunities across various industries. The session offered valuable real-world perspectives that helped bridge the gap between academic knowledge and current industry practices, enabling students to better understand the evolving demands of the business landscape. The workshop was delivered by Eng. Mohamed Sobhi as a senior account manager and Mr. Mahmoud Yasser-HR director at digital hub, whose expertise and engaging delivery enriched the learning experience and inspired active student participation. The session was highly interactive and positively received, reflecting the School's ongoing commitment to empowering students with future-focused knowledge and professional exposure that supports their readiness for success in an increasingly technology-driven business world.



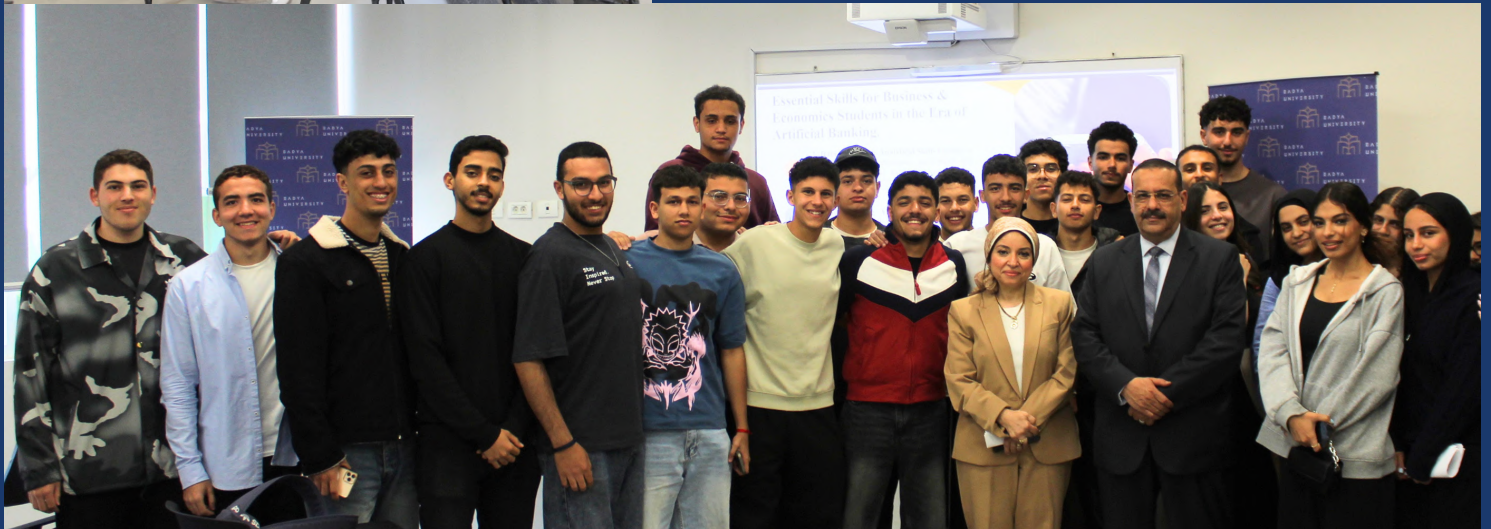
ACADEMIC HIGHLIGHTS



Workshop on the way From Data to Decisions: What Success Really Means

On April 28, 2026, the School of Business Administration and Applied Economics at Badya University hosted the workshop From Data to Decisions: What Success Really Means designed to provide students with practical insights into the strategic role of data in modern decision-making. Led by Dr. Dina El-Kayaly as a principle consultant at DAAM group. The session focused on how organizations can move beyond simply collecting data to effectively leveraging it in making informed, impactful, and sustainable business decisions. Throughout the workshop, students explored the process of transforming raw data into actionable knowledge and gained a deeper understanding of the critical factors that define successful decision-making in real-world business contexts. The session highlighted the growing importance of data-driven thinking in shaping organizational strategy, marketing effectiveness, and long-term development. The workshop was delivered by Dina Alkayali, whose extensive expertise at the intersection of strategy, marketing, and sustainable development greatly enriched the learning experience. The session was highly engaging and positively received, reflecting the School's continued commitment to fostering practical learning experiences that connect academic knowledge with real-world application and prepare students for the evolving demands of today's business environment.

ACADEMIC HIGHLIGHTS



Workshop on Smart Banking: The Digital & AI Revolution

On May 6, 2026, the School of Business Administration and Applied Economics at Badya University hosted the workshop Smart Banking: The Digital & AI Revolution, aimed at providing students with valuable insights into the technologies transforming the modern banking industry. The session explored how digital transformation and artificial intelligence are reshaping banking operations, enhancing efficiency, and creating more personalized customer experiences across the financial sector. Throughout the workshop, students gained a deeper understanding of current industry trends and the growing role of innovative technologies in driving the future of banking and financial services. The session also provided participants with practical perspectives that connected academic learning with real-world applications and the evolving demands of the financial industry. The workshop was delivered by Dr. Amr Hamdy as Network control manager at QNB, whose professional expertise and industry experience greatly enriched the discussion and learning experience. The session was highly engaging and positively received, reflecting the School's ongoing commitment to equipping students with future-focused knowledge, practical exposure, and a stronger understanding of developments shaping today's business and financial environments

BE Events

Program Selection Day

On May 12, 2026, the School of Business Administration and Applied Economics at Badya University hosted the event The Turning Point: Where Your Future Begins, designed to help students explore new perspectives and gain deeper insight into their future career paths. The session encouraged participants to reflect on their strengths, ambitions, and professional aspirations while engaging with real-world experiences shared by industry experts. Throughout the event, students had the opportunity to explore current market expectations, learn from practical professional journeys, and gain valuable guidance that connected academic learning with future career opportunities. The experience provided an inspiring environment that motivated students to think critically about their next steps and the pathways best aligned with their personal and professional goals. The session featured contributions from Dr. Dina Al-Kayali-principle consultant at DAAM group and Mr.Mohamed Miligy-Head of SMEs portfolio at QNB, whose expertise and insights greatly enriched the discussion and student experience. The event was highly interactive and positively received, reflecting the School's ongoing commitment to empowering students through meaningful learning experiences that support their readiness for future success in an evolving business environment.



BE Events

Research Day

On May 18, 2026, the School of Business Administration and Applied Economics at Badya University hosted the Research Day event for first- and second-level students, providing them with an opportunity to present and discuss their academic projects before a panel of distinguished external examiners. The event served as a platform for students to showcase the knowledge, analytical skills, and practical insights they had developed throughout their studies while demonstrating their ability to apply academic concepts to real-world business challenges. Throughout the presentations, students confidently shared their research findings and project outcomes, engaging in constructive discussions and receiving valuable professional feedback that enhanced their learning experience. The event fostered a culture of academic excellence, critical thinking, and continuous improvement while encouraging students to further develop their research and presentation skills. The evaluation process was enriched by the participation of external examiners, Dr. Dina Al-Kayali-principle consultant at DAAM group, Ms. Nermeen Abousalem-chief people and culture officer at Gates Developments and Dr. Amr Hamdy-Network control manager at QNB whose expertise and insightful comments provided students with meaningful guidance and encouragement. The event was highly successful and reflected the School's ongoing commitment to promoting research, experiential learning, and academic achievement while preparing students for future professional and academic endeavors.



Field Visits

Student Participation in the Egyptian Food Bank Initiative

On October 20, 2025, first- and second-year students participated in a community engagement initiative in cooperation with the Egyptian Food Bank, contributing to the preparation of relief convoys for Gaza. The initiative aimed to raise students' awareness of the importance of social participation and volunteer work, while highlighting the national role of the Egyptian Food Bank in supporting humanitarian efforts. Through this experience, students were introduced to the mission and activities of the Egyptian Food Bank and gained a deeper understanding of the impact of community service in addressing societal needs. The initiative was positively received and reflected the school commitment to fostering social responsibility awareness among its students.



Field Visits

Students Visit Fekretak Sherketak Entrepreneurship Center

On December 15, 2025, first-year students attended a workshop and lecture organized by Fekretak Sherketak, aimed at introducing them to the entrepreneurial ecosystem in Egypt. The session provided students with practical insights into startup development, mentoring, and business consulting, while highlighting the range of services offered by Fekretak Sherketak. In addition, the workshop emphasized the importance of collaboration between the university and organizations supporting youth entrepreneurship. Students actively engaged in discussions and activities, gaining valuable knowledge to inspire and guide their entrepreneurial journey. The session was positively received and reflected the school commitment to equipping students with the skills and awareness needed to thrive in Egypt's growing entrepreneurial fundamentals.



Field Visits

School of Business Students Tour Edita Factory

On Tuesday, April 7, 2026, students at the School of Business Administration and Applied Economics 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



BE Ceremony for Received an FMAA Accreditation from IMA Institute

On December 16, 2025, the school of Business Administration and Applied Economics at Badr University received FMAA professional accreditation from the Institute of Management Accountants (IMA). This achievement aims to raise students' awareness of the importance of professional certifications and to enhance their competitiveness in the job market upon graduation. Through this accreditation, students are provided with opportunities to gain specialized skills and credentials that distinguish them in their academic and professional journeys. The milestone was positively received and reflects the College's commitment to equipping students with the knowledge, recognition, and tools needed to succeed in a dynamic and competitive business environment.



School Achievements



Dr. Mohamed Badawy

**Lecturer
in Applied Economic at
Badya university**

The School extends its heartfelt congratulations to **Dr. Mohamed Badawy** on obtaining his PhD in Economics from Cairo University. We wish him continued success and excellence in his academic and professional journey.



Mr. Shehab Mohamed

**Assistant Lecturer in Business
Administration at Badya
University**

We also extend our sincere congratulations to **Mr. Shehab Mohamed** on earning his Master's degree from Cairo University, and we wish him all the best and continued success in his future endeavors.

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