

TRENDS IN ENTREPRENEURSHIP EDUCATION

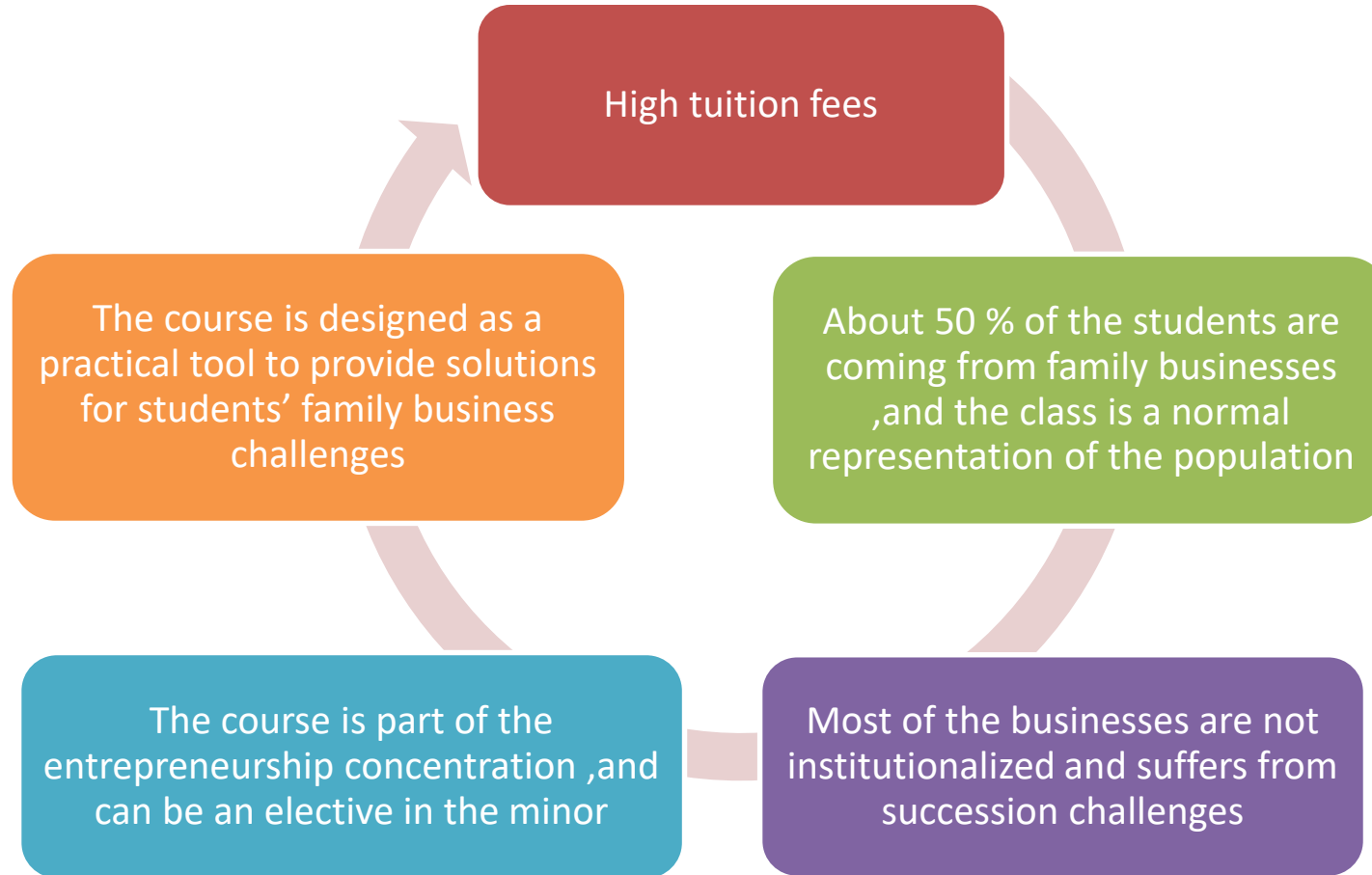
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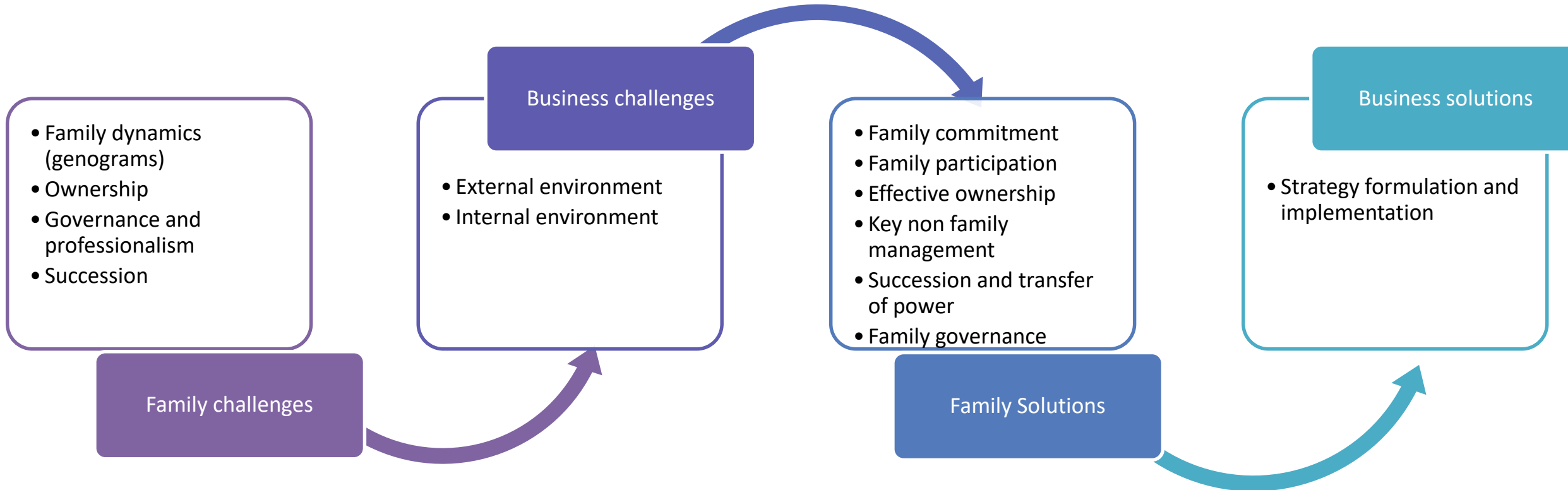
**The family
business course**



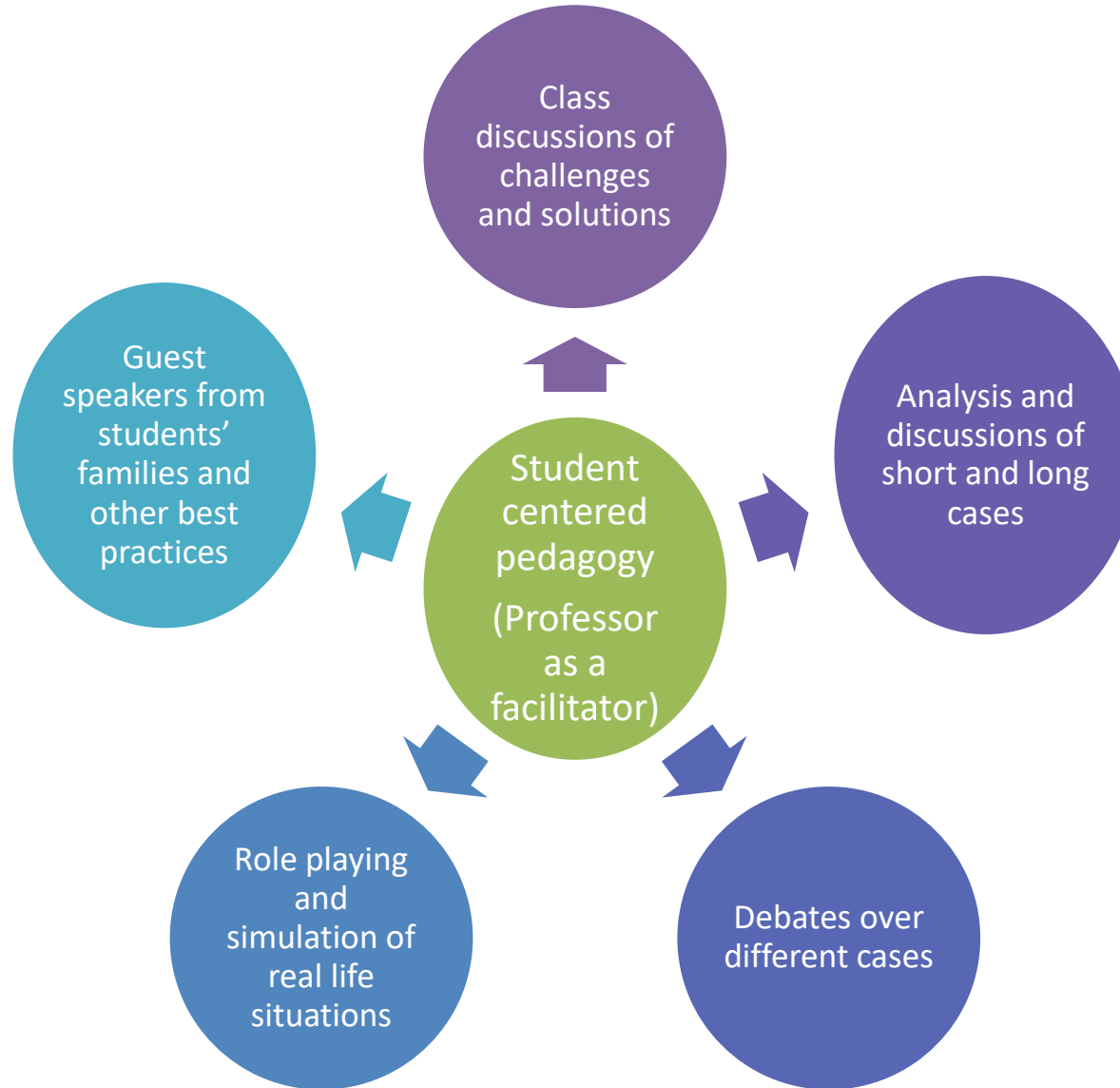
Understanding the context at the AUC

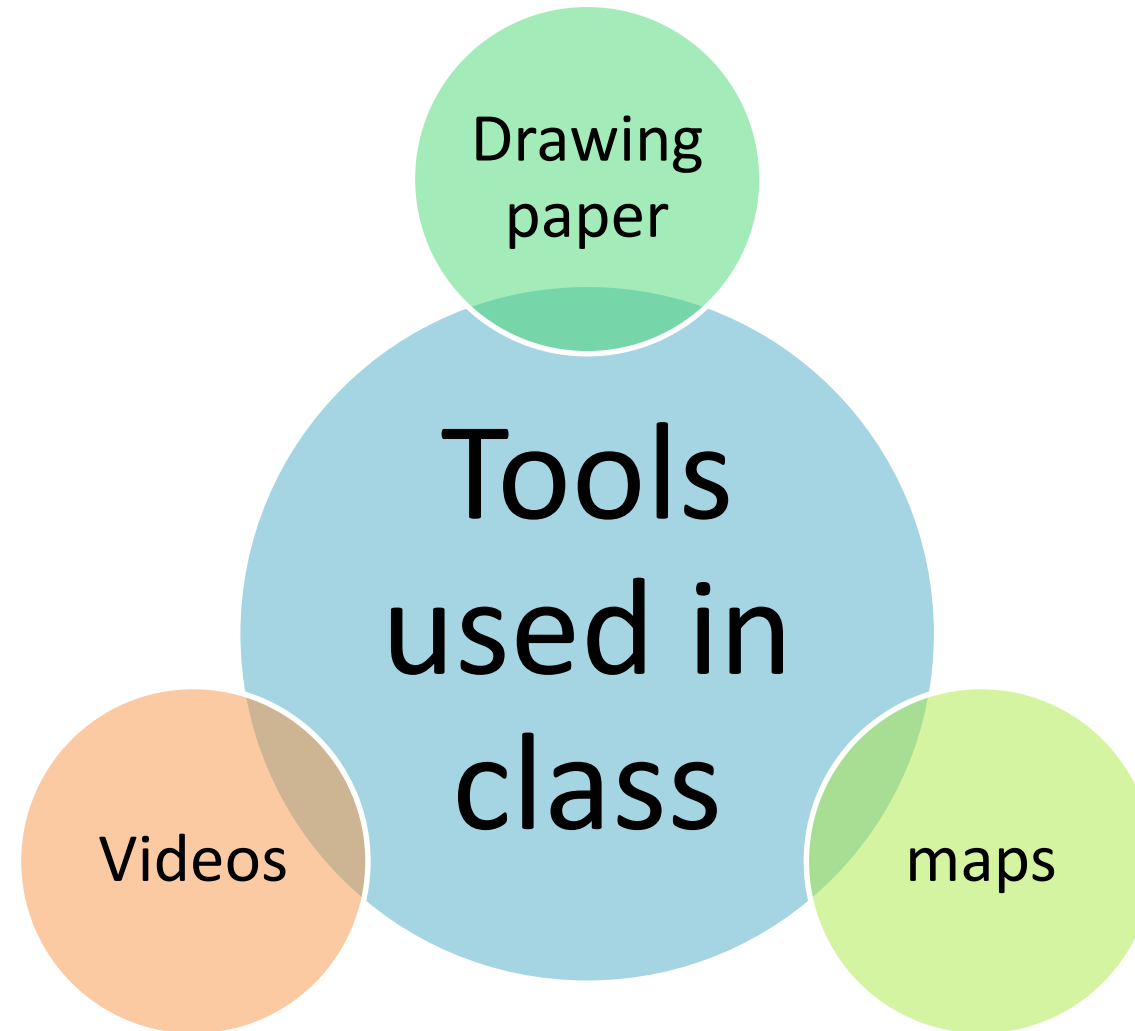


The syllabus



The final outcome big case study with teaching notes (taken from students' families) with an average of 4 cases









11 cases published /accepted /in the process of publication All of the cases were peer reviewed



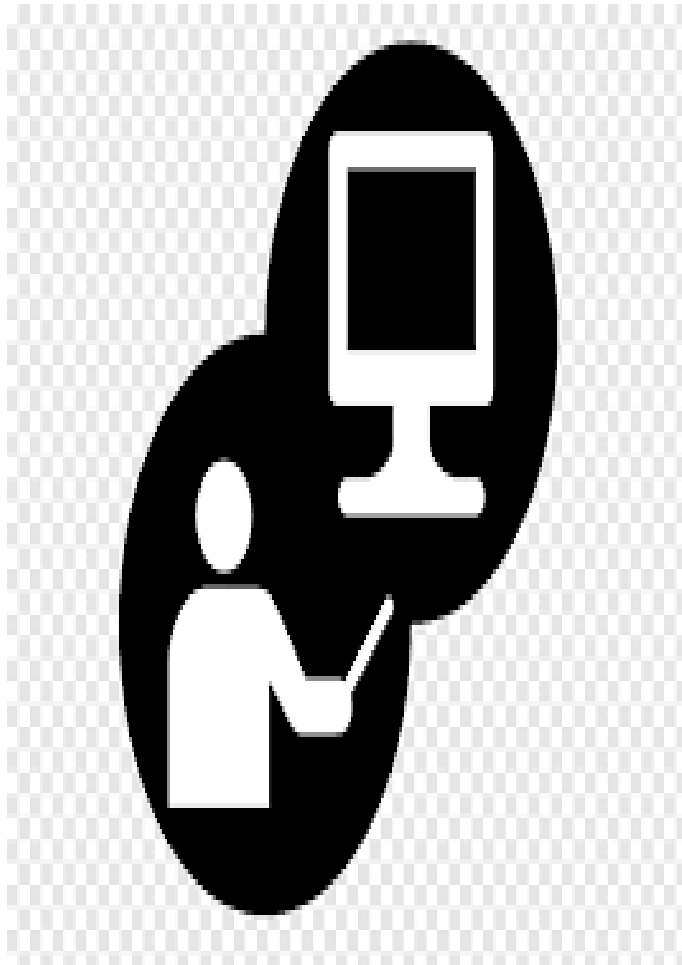


Case Writing AWARDS WINNER 2019

“We are honored to receive the prestigious award of EFMD competition for the year 2019. The field of family business is still young, and the most interesting aspect of it; is that it is a mix between several disciplines with different factors ranging from emotions to analysis of rigid data. The case is addressing several challenges pertaining to the Egyptian context including, succession, strategy, ownership, and governance. Realizing the importance of case orientation as a learning pedagogy within business schools, we hope that our case can help to further develop the discipline of family business,” said the authors.

The Entrepreneurship Lab course





20%



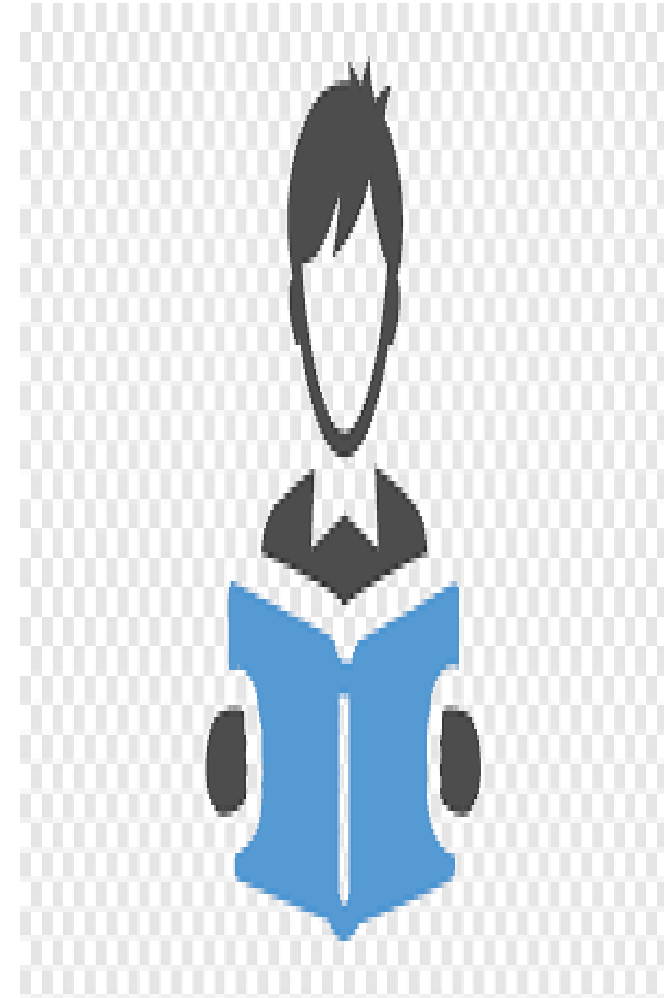
80%



Case writers

Consultants

Entrepreneurs





Value proposition canvas

Business model canvas

Lean startup

MVP

Pivoting

Design thinking



Films



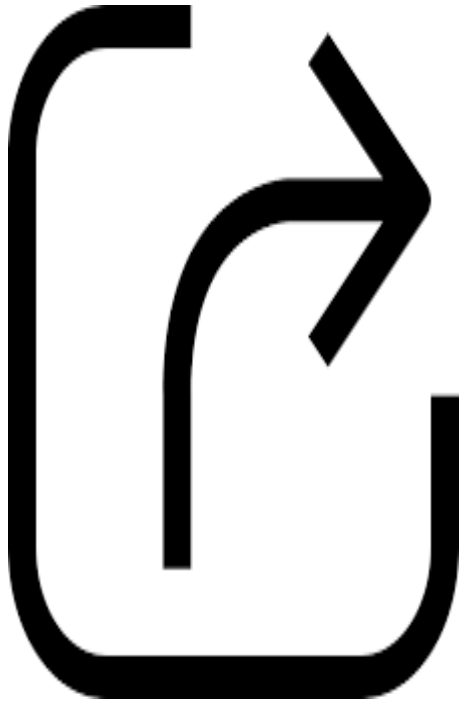
Videos



Peer reviews



Debates and discussions



- Ten to fifteen projects /semester
- Three cases/semester
- Consultation for three projects /semester

